

The National

April-May, 1978

Future Farmer

Owned and Published by the Future Farmers of America





New Winchester 9422 XTR. A great 22 just became even greater.

You already know about the Model 9422. It's the "son of a gun," the direct descendant of the 30-30 Winchester 94 lever action deer rifle, America's most famous sporting gun.

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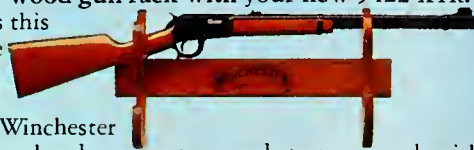
What does XTR™ stand for? It stands for extra care in fitting. It stands for an extra deep, gleaming finish on the genuine American walnut buttstock and forearm. And extra polishing on all exterior metal for a richer, perfectly uniform blue on all surfaces.

The new Winchester 9422 XTR is chambered for the new high velocity Xpediter™ Super-X® or T22® rim fires. The 9422 XTR Magnum handles Winchester magnum rim fires.

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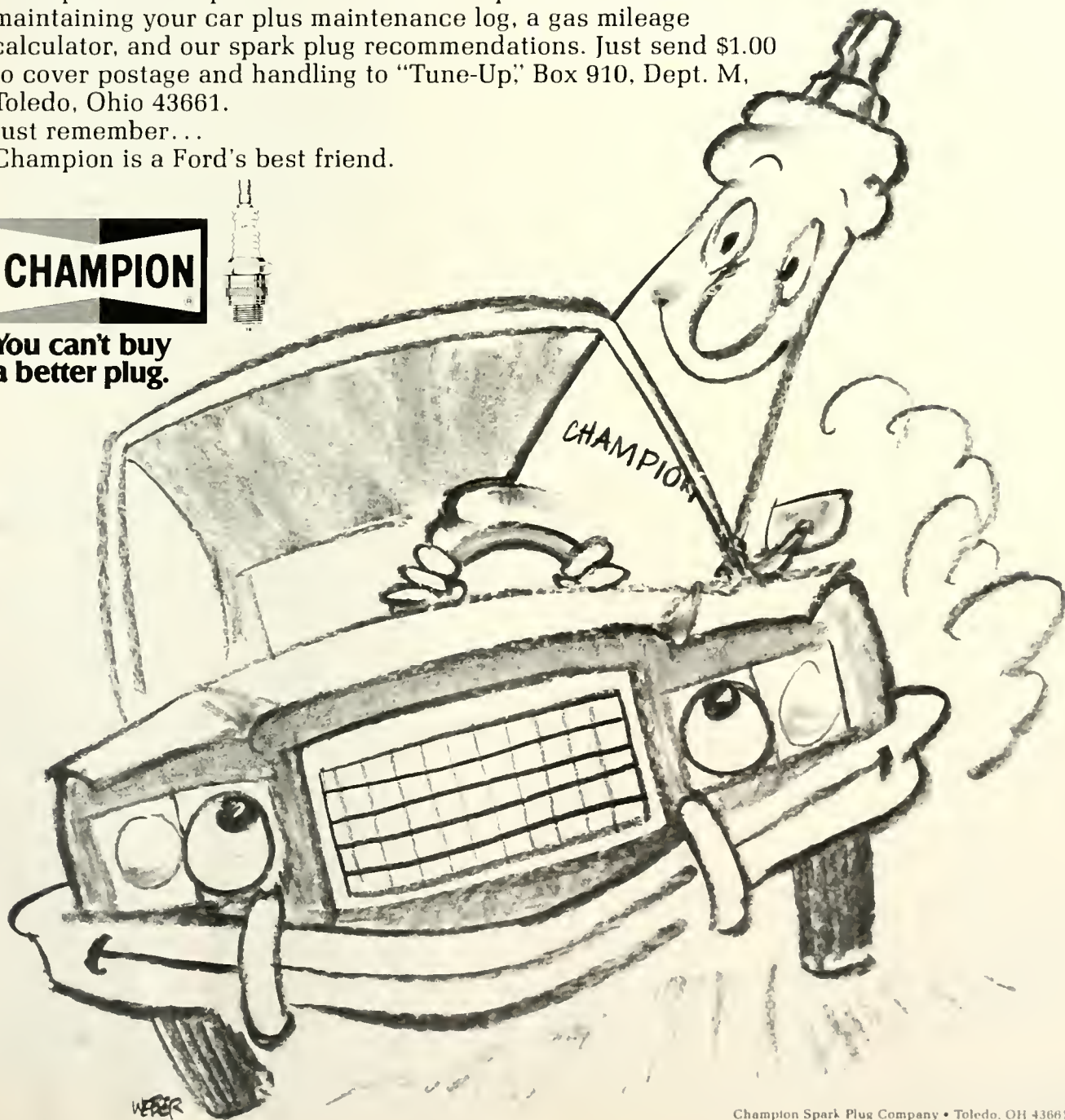
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A Word With The Editor

Crop yields have long been a topic of conversation. Old timers would brag about them to show they were good farmers. More recently, yields are being discussed in terms of how long can we continue to increase them to feed the ever-growing population throughout the world. Some say we have about reached the maximum—others say you haven't seen anything yet.

Two records were set this past harvest season which suggests yields haven't reached the top yet—at least for corn. One record was a whopping 352.64 bushels per acre set by Roy Lynn, Jr., near Kalamazoo, Michigan. His hybrid was DeKalb XL-54.

The other record breaker produced over 300 bushels of corn per acre for the third straight year. This was set by James Corkle, of O'Neill, Nebraska, who used Funk's G-4507 to produce 323.6 bushels per acre (337.7 bushels in 1976).

Both producers used irrigation, heavy applications of fertilizer, insecticides and herbicides to produce their record yields.

You have probably learned by now that the highest yields are not always the most profitable ones. But these record yields do show that we are a long way from reaching our upper limits in producing more per acre. And here are two more records for FFA members to challenge.

Another point of interest shows how concentrated our agricultural production has become in this country. These figures were taken from USDA's Farm Paper Letter:

- Sixty percent of the corn is located in just five states—Iowa, Illinois, Indiana, Minnesota and Nebraska.
- Seventy percent of the soybeans are in eight states (Iowa and Illinois together have 28 percent of the acreage), with Arkansas, Indiana, Missouri, Mississippi, Ohio and Minnesota also among the leaders.
- Sixty percent of the winter wheat is in just five states—Kansas (which has 25 percent of it), Oklahoma, Texas, Nebraska and Montana.
- North Dakota accounts for 80 percent of the durum wheat; North Dakota, South Dakota and Minnesota, 80 percent of other spring wheat.
- Sixty percent of the cotton is in just three states—Texas, Mississippi and California.

Wilson Carnes

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The Cover

Life on the frontier is something most of us only read about but it's for real for FFA member Frank Keaster. Frank's parents were homesteaders on the Clearwater River near Delta Junction, Alaska, and Frank grew up there enjoying the country and its wildlife. He is pictured on the cover this issue with a Sandhill Crane. Story on Page 28.

Cover photo by Gary Bye

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in years, and we've kept on working to make these winners even better.

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IN** SEE THE
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**INTERNATIONAL
AGRICULTURAL
EQUIPMENT**

From the Mailbag

Readers Report

Wisconsin Rapids

Our chapter was organized on July 1, 1977. Since this is the 50th Anniversary of the FFA, our chapter thought that it would be an excellent idea to remember our first year and the FFA's 50th year by putting together a collection of our national FFA magazine for 1977-78.

We would appreciate it if you would send us two copies of each magazine issued in 1977. We are receiving the 1978 copies direct. Please enclose a bill so we may pay for these copies.

David Gliniecki
Vo-Ag Instructor

Lebo, Kansas

In your article "What's This Parity Business, Anyway?" in the February-March issue, it seems to me you are a little hard on the "parity" idea. After all it is the best formula for determining the relative price of the farmer's products and it is official according to an act of Congress. No one seems to come up with anything better.

In 21 months from January, 1976, to September, 1977, farm parity dropped from 74 percent to 63 percent or almost 15 percent. It sure tells me something and it was right on target. What other major

industry can take a price cut of 15 percent with inflation increasing costs 6 or 7 percent per year?

You criticize parity because you say it doesn't take into account the increase in production per acre. You illustrate that corn yields have risen from 29 bushels per acre in 1910 to 92 bushels at the present time. With parity of corn at around \$3.20 now, if corn yields were still at 29 bushels per acre, and the farmer harvested his \$92.80 (\$3.20 X 29 bushels) crop of corn in 1978, I'm sure he wouldn't have any money left above expenses to buy gloves. I think there is something wrong with your calculations.

Herbert T. Niles

Middlebury, Vermont

I would like to suggest indexing the magazine's articles at the end of the year, or perhaps the end of two years. You might check out *Hoard's Dairyman* for an example.

An index would be extremely useful in doing reports for vo-ag class.

My compliments on an excellent December-January issue. It was nice to see our chapter in print.

Linda Adams

Owosso, Michigan

Enclosed you will find my new address. I greatly enjoy reading the magazine as does the rest of my family and I still wish to receive it although I am moving away from the family farm.

I was active in vo-ag and FFA in the Owosso Chapter for four years, and although it has been two years since then, I still like to keep in touch with FFA. I am employed as a DHIA technician now, but I continue to love and hold an avid interest in farming and everything it involves. Hopefully, one day I may once again be directly involved with farming.

Thanks for listening and continue the fine way the magazine spreads information and interesting articles to the many thousands of FFA'ers and other readers around the country. Good luck in our 50th year.

Karen L. Potter

Haywood, Virginia

When looking through my son's recent issue of the national FFA magazine I noticed in "From the Mailbag" a letter written by Tim Sweet telling of his family of six boys.

These boys must have been reading the U.S. service ads in your magazine since two are in the Navy and one in the Marines.

We also have six boys, most of whom have been through agriculture classes in high school, under the leadership of their uncle and FFA advisor, J. B. Yowell.

Our oldest son, Albert, went through ROTC at Virginia Polytechnic Institute, is
(Continued on Page 11)

The Ultimate Lockback

The Uncle Henry Bear Paw[®]
by Schrade

LB 7 Actual Size



Pivot Fast/Lock Bar of Schrade + Steel[®] makes the Bear Paw completely rust resistant; insures the most rigid, durable construction ever offered in a lockback knife.

The 3½" blade of rust resistant Schrade + Steel opens and closes easier than any other lockback.

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If you lose it, Uncle Henry will replace it free.

"I'll tell you how to save money on feed. Spend your money on Shell Horse Wormer."



Diane Hunter, sales representative for ACCO Feeds. Dallas, Texas.



I've been around horses almost all my life . . . since I was five. Maybe that's why my boss calls me a 'Horse Specialist.' Anyway, I'm lucky enough to get paid for what I like to do most — talk horses.

I travel for ACCO Feed talking to farmers, ranchers and horse owners about nutrition and feed efficiency. It's alarming how many horses I see that lack the bloom of good nutrition. More often than not, worms are the culprits.

When I show horse people how much worms are costing them in performance and wasted feed, the same questions come up — what wormer and how often? I tell them to save money on feed, spend your money wisely on Shell Horse Wormer. And spend it every few months for best protection.



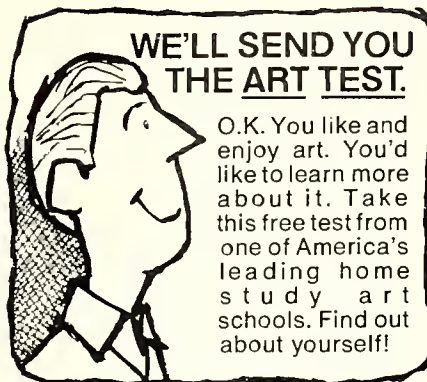
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Looking Ahead

Agriculture

SOLAR WINDOW MANAGEMENT is a concept that can significantly lower the use of electricity in homes and buildings to help relieve short-term coal or oil supply shortages and provide long-term energy savings, advises an energy expert of PPG Industries. "Depending on lighting requirements, the potential fossil fuel savings from using daylight illumination through a single, average-sized window instead of burning light bulbs could amount to 20 gallons of in-ground oil or 225 pounds of coal reserves per day," the spokesman said.

THE VALUE OF U.S. agricultural imports reached an estimated \$13.4 billion in fiscal 1977 even though total volume rose only slightly. USDA economists report that higher prices for coffee, cocoa and tea provided the surge past the previous year's \$10.5 billion. Shipments of vegetables, fruits and sugar increased while meat volume dropped a tenth. Further projections call for farm imports to approach \$14 billion in fiscal 1978. Coffee and cocoa values will likely recede, offsetting upturns in meat and sugar.

U.S. SHEEP PRODUCERS MIGHT find coping with coyotes a lot easier with the help of a new electric fence currently being tested by the Agricultural Research Service. The fence alternates electrified and ground wires from top to bottom, making it impossible for a coyote to avoid simultaneous contact with both. Prepared by a battery energizer, the shock fends off, but doesn't harm coyotes and dogs—or sheep that brush against it. Previous attempts at coyote-proof fencing failed because all wires carried a charge and intruders could climb such a fence without becoming grounded and receiving a shock.

FERTILIZER USE IN THE U.S. AND Puerto Rico climbed to a record 51.6 million tons during the year ended June 30, up 5 percent from the year before. The five leading states in order of total consumption and change in quantity used were: California, up 7 percent; Illinois, up 8 percent; Iowa, down 12 percent; Indiana, up 23 percent and Texas, up 5 percent. The Crop Reporting Board of the USDA bases fertilizer consumption on all commercial tonnages sold or shipped for farm and non-farm use.

LABOR COSTS BECAME THE biggest single component in the cost of marketing farm foods in 1977, topping the farm value of those foods for the first time. Total labor costs for processing, wholesaling and retailing are expected to exceed \$58 billion—from a food marketing bill estimated at \$124 billion. USDA economists say the farm value will probably remain near \$56 billion—a level maintained since 1974.

SINCE TRACTORS WENT FROM TWO-wheel drive to four-wheel drive, the next logical step in doubling the effort would be eight-wheel-drive. Shown below is Big Roy, 30 feet and 28 tons of prototype eight-wheel-drive tractor from Versatile Manufacturing of Canada. Overall height to the top of the cab is 11 feet and the tires on the rig are each nearly six feet high and 2½ feet wide. Cost? About \$130,000.





Your "Pit Stop" Service man. He's all you need to know about farm tires.

A farmer shouldn't have to worry about tires. That's our job. And that's why we work with our dealers and stores to maintain a fast, efficient tire service where it's needed most. Right on the farm. You know it as "Pit Stop" Service.

"Pit Stop" Service is available just about everywhere. The "Pit Stop" man in your area is ready to service any tire on any vehicle on your farm. And if he has to replace a tire, he'll do it from the most complete line in the industry. Goodyear farm tires.

Chances are, your local "Pit Stop" man is well acquainted with your operation. But if you haven't met him, why not give him a call and ask him to stop by your place. He'll be happy to get together with you, answer all your questions and check the rubber on all your farm vehicles.



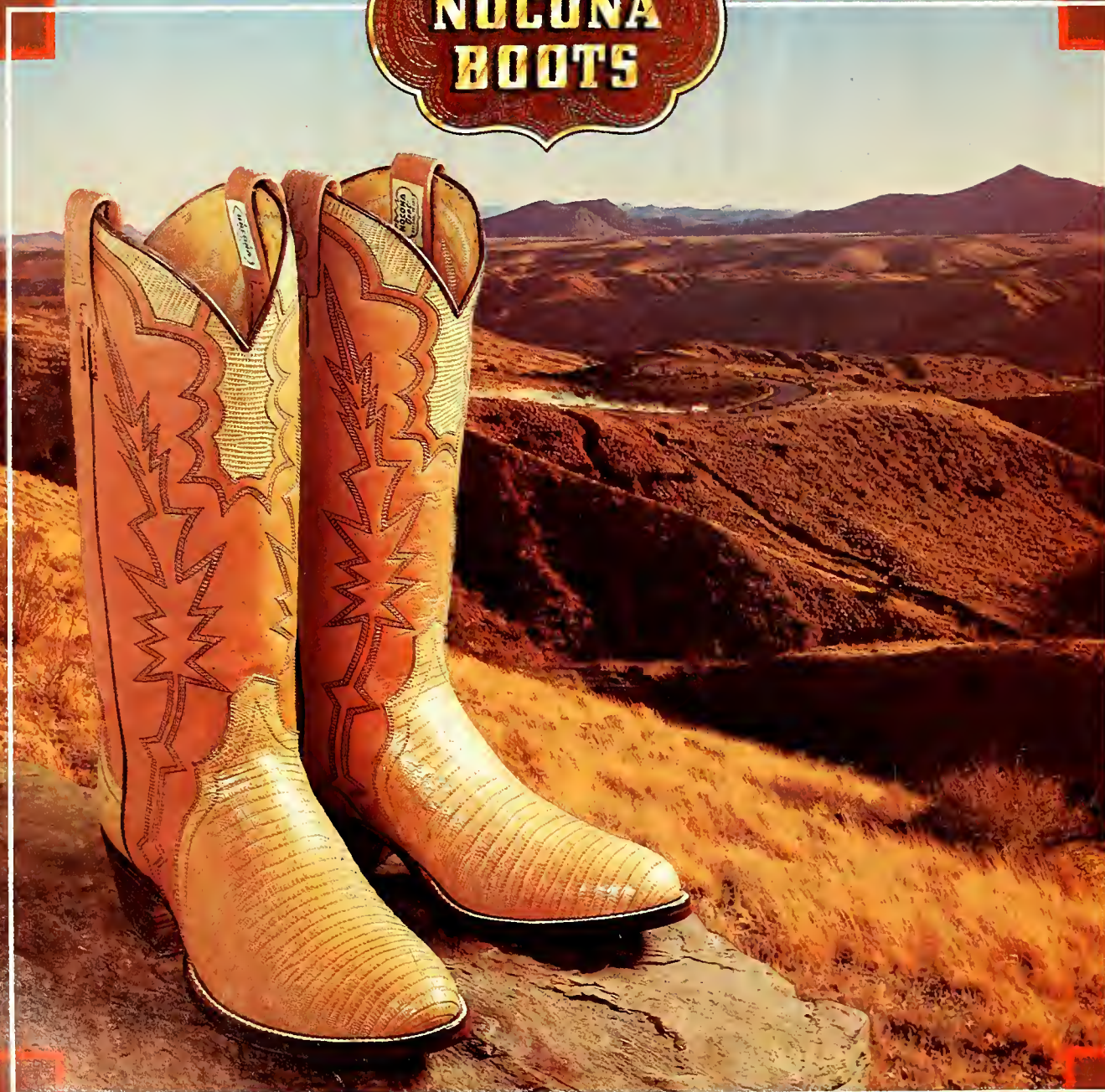
Dependable tires and tire service have helped make Goodyear the No. 1 farm tire. Naturally, we'd like to keep it that way. So next time you have a tire in trouble, call your "Pit Stop" Service man. He's all you need to know about farm tires.

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New Mexico Bootlands, Spring/1977.



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From the Mailbag

(Continued from Page 6)

now an Air Force pilot, and has flown many hours in the T-38's pictured on page 23 of your current issue.

Jim and Glenn also finished V.P.I.—Jim in architecture and now remodeling a tenant house on our farm. Glenn in agriculture now helping with the beef herd on our farm and a member of Young Farmers.

Kenneth also read your service ads and with the urging of his older brother, joined the Air Force.

Dan is still an FFA member in high school and Ralph is in seventh grade.

The boys also have another uncle, J. A. Yowell, who taught vo-ag 33 years in Faquier High School. I also had agriculture and FFA training in high school and have been farming ever since. I am glad to have my boys go through the same training.

E. H. Yowell

Elizabeth, West Virginia

The Wirt County FFA Chapter, Elizabeth, West Virginia, had three FFA calendar sponsors this year. They are; Ravens Metal of Elizabeth sponsored 500 pocket size, Robinson Farm and Lawn Equipment of Palestine, West Virginia, and Roberts Store of Elizabeth both sponsored 100 wall calendars each. In addition to this the chapter bought 500 wallet size with the officers' names on them to give to the members and guests at their parent-member banquet which was on February 25.

Michael D. Murray

Castleton, New York

I was wondering if you had the address of the Smokejumping School in Montana. You have an article in your June-July, 1977, issue and I am very much interested. I would appreciate any help that you can give me in this matter.

Dale R. Van de Wal

In response to your request, the address of the Smokejumping School is: U.S. Forest Service, Aerial Fire Depot, Missoula, Montana 59801.—Ed.

Vancouver, British Columbia Canada

The Library Services Department of the Vancouver School Board maintains a current collection of samples of periodicals suitable for children and young adults.

We would appreciate it very much if you could provide us with two copies of a recent issue for our display.

Ken Haycock
Library Service
Coordinator

Abilene, Kansas

I saw a copy of the FFA magazine today. Please advise me as to subscription prices.

I see that a Kansan won this last year's Public Speaking Contest. Could I have a list of winners from the beginning? I was winner in 1942.

Kenneth Engle

Pittsburgh, Pennsylvania

Magazine article writing students at Duquesne University are required to have

wide reading experience with a variety of publications.

For this reason, we hope that you'll be willing to send us a copy of your publication for class use. If you have a writer's tip sheet, this would also help students develop a better understanding of the market,

Barbara Haas

Kendall, New York

As the teacher of agriculture at Kendall High School I was happy to see a picture of a Kendall student, Thomas Rath, on the cover.

Is it possible to obtain twenty-five additional copies of the April-May issue?

Our chapter would also like to present a framed copy of the cover to Thomas, his parents and his employer.

Raymond J. Ernenwein

Additional copies available at a cost of 25 cents when five or more are purchased at one time to help cover shipping cost.—Ed.

Washington, D.C.

Thanks so much for sending me the copy of *The National FUTURE FARMER* containing a reference to my participation in a recent Agriculture Council of America "hot line." I think these programs are great and I am glad to see you giving them some play. I really do think they do a lot of good in getting the farmers' views and concerns into focus by national officials.

George Mahon
House of Representatives
19th District, Texas

Leupold's New 4-power for Handguns and Hawkens



New 4X Extended E.R. shown on S&W N-frame revolver and T/C Hawken rifle. Both installed with "STD" mounts.

The new Leupold M8-4X EXTENDED Eye Relief scope lets you put this popular sighting magnification on handguns, Thompson/Center Hawkens and other rifles where forward mounting is necessary. This 4X joins our M8-2X Extended Eye Relief scope which already has

proven so versatile—and exceptionally rugged—on handguns and rifles. The extended eye relief feature on both scopes gives you a sharp, complete-field sight picture when the eye piece is within 10" to 24" from the eye. See these scopes at your dealer. Or, write for a catalog.

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News in Brief

The FFA

A REGIONAL LEADERSHIP CONFERENCE WAS held by the Eastern states at the National FFA Center in February for state officers from Delaware, Maryland, New Jersey, Pennsylvania, Virginia and West Virginia. Communications, public speaking and other leadership topics were discussed in workshop form and a briefing occurred on current FFA programs. At right, an officer follows along as Bob Seefeldt explains more about the Proficiency Award system.



LAWRENCE WELK WAS presented the Honorary State Farmer degree by the North Dakota State officers during the taping of one of his shows that was intended for broadcast between March 23 and 29. Mr. Welk had some nice things to say about the FFA and was "impressed" with the North Dakotans.

AN EXPANDED AGRICULTURAL Career Show is planned for the 1978 National FFA Convention. This year for the first time the Career Show is being opened to exhibits by commercial firms that are major sponsors of the National FFA Foundation or carry one or more pages of advertising in *The National FUTURE FARMER* magazine provided they meet the requirements for exhibitors. To provide more space the new expanded show will move to the South Hall of the H. Roe Bartle Exhibition Hall where nearly two acres of floor space is available.

THERE HAS BEEN a change in the National FFA Alumni Council Legion of Merit requirements. The new requirements are as follows: "To qualify for the Legion of Merit Award, one must enroll ten or more FFA Alumni members or five new life members or five FFA executive sponsors."

FARMERS HOME ADMINISTRATION YOUTH loans are now available to vocational agriculture students without a co-signature. The new policy which is now in effect requires only that the FmHA administrator and the vocational agriculture instructor agree that the student is capable of handling the loan. Loans can be in any amount agreed on by the student, the instructor and the FmHA administrator.

A NATIONAL SEMINAR FOR THE purpose of assembling educators interested in a student organization on the post-secondary level will be held at the Continental Hotel in Kansas City, April 12-14, this year. It's part of the progress being made in studying the feasibility of having a national organization for students learning agriculture/agribusiness and related occupations on the post-high school level. The study is sponsored by White Farm Equipment through the National FFA Foundation.

WILLIAM WHIM, FORMER MEMBER of the Shawnee Mission FFA, recently visited the National FFA Center when he was in Washington, D.C. for U.S. Department of Transportation ceremonies proclaiming him the "Truck Driver of the Year." Whim and his wife are shown with National President Ken Johnson examining the jacket that visited the South Pole with Whim during his stint in the Seabees in 1955.



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Tooele mayor Doug Sagors discusses city problem with city councilman and former FFA Advisor Leland Beckstrom.

Utah's Youngest Mayor

This young politician gives much of the credit for his success to his early leadership training through FFA.

By Gary Bye

WHEN Tooele, Utah, mayor Douglas Sagors graduated from high school ten years ago, he knew he wanted to put his leadership training to use.

He's been a member of the FFA and learned about public speaking and parliamentary procedure. He'd also gone to the National FFA Convention and seen the FFA's best young leaders in action.

Six years later, from a field of seven candidates, Sagors was elected mayor of Tooele, the eighth largest city in the state, by 65 percent of the population. With the election he became the state's youngest mayor at 24 years of age.

"FFA gave me experience in a lot of the things I'm dealing with now," says Sagors. "As chapter vice-president I had the opportunity to speak in public, to develop my leadership potential and to

travel. In a lot of ways it really shaped my future."

After graduation from Tooele High School, Sagors attended college for two years before he and his wife purchased a florist shop. The small business prospered until, because of his political commitments to the community, it was sold by Sagors to allow full time attention to the office of mayor.

Since his election five years ago, Tooele has won two of the state's top awards, one for the most physically improved town in Utah, the other for improvement in the town's cultural offerings. This year, Tooele is undertaking a project to offer recreation to the town's citizens. A dual purpose roller and ice skating rink is being built along with a new soccer field and new tennis courts.

Sagors says his own philosophy is re-

flected in the city programs. "If young people feel a part of the community, they respect and take care of it," he says. To put that philosophy to the test, 100 young people have been hired by the city each summer for the last two years, to work in various kinds of jobs.

Tooele is located 30 miles southwest of Salt Lake City and once based its entire economy on local agriculture. Today however, the community depends mainly on a nearby army base and mining from the surrounding area for its jobs and revenues. Still, according to Sagors, at least 20 percent of the population has some connection to farming and agribusiness.

Because of that community interest and his own admiration for the FFA and veteran Advisor Leland Beckstrom, Sagors always attends the annual FFA banquet. As a high school senior he had served as the banquet's master of ceremonies and credits the event with helping him develop his role as a public spokesman.

By coincidence, Advisor Beckstrom now serves as an elected member of the city council, an equal arm of the local government. Even though the two men



do not always take the same side on local issues, they express mutual admiration for the performance of the other in his respective job.

Tooele, according to Sagors, is a growth community. One of the state's large mining firms is expected to open a new mine near the town and experts predict the city will swell to twice its current size by 1980. The influx of people would lift Tooele to as high as fourth in state population ranking.

Displaying optimism to match his youthfulness, Sagors suggests, "With the programs we've undertaken and the policies we're following, we think we're as well prepared for our future as we can be."

Plan on Ford for your future

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4 new 4WD's, 210 to 335 gross engine hp

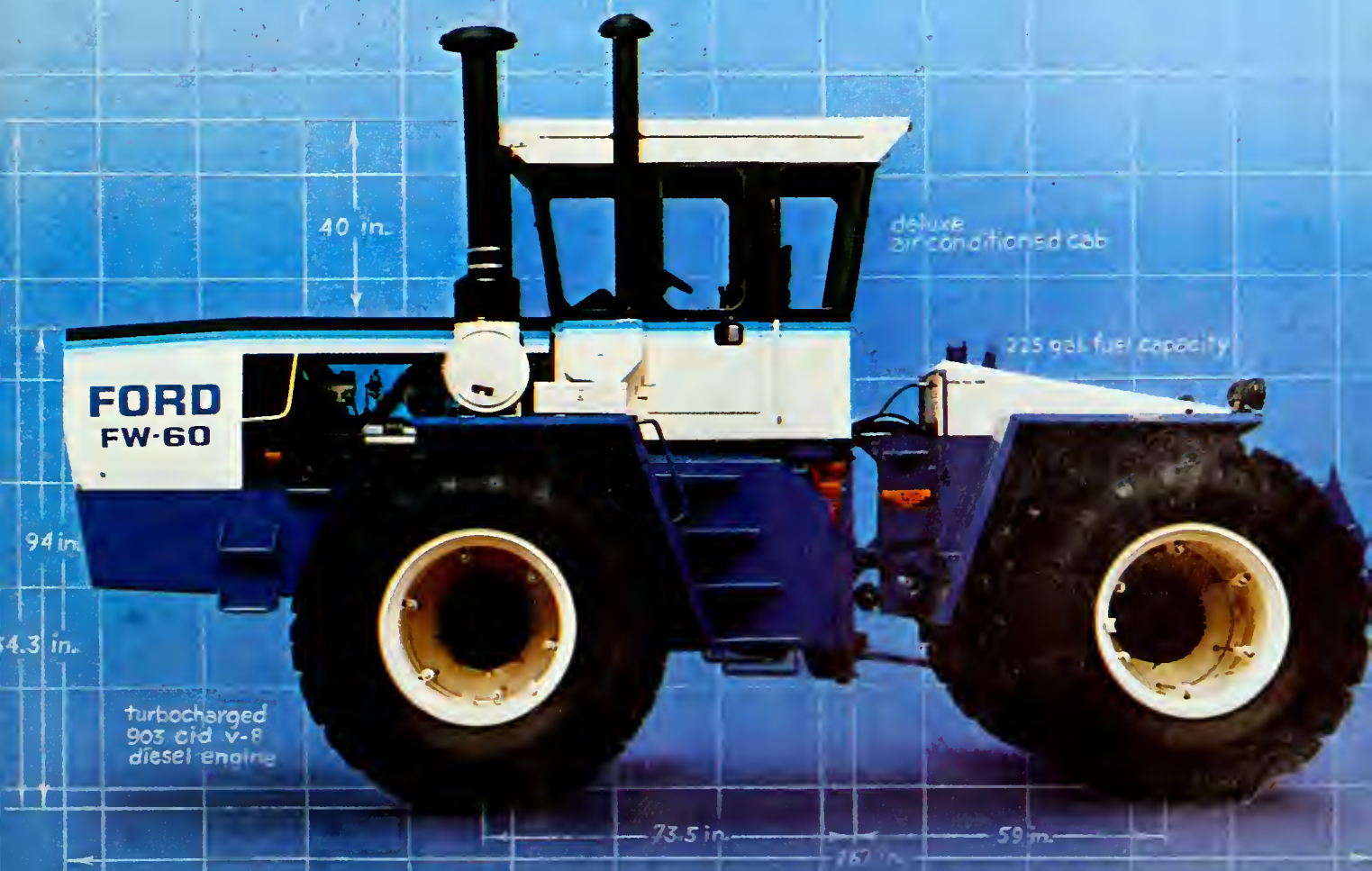
4 orchard tractors, 40 to 70 hp, plus a 32-hp vineyard model

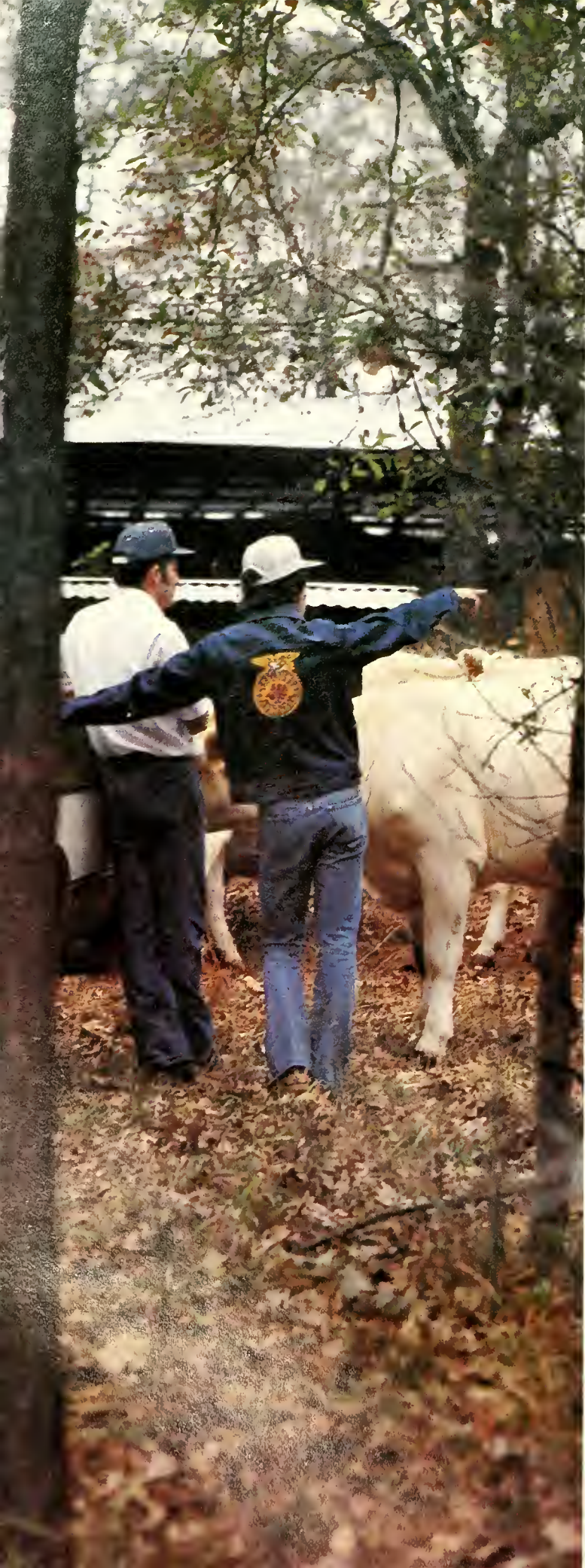
And Ford is the only company that offers deluxe cab comfort on small and mid-sized tractors, from 32 hp on up the line. That's just one more way Ford Motor Company is continuing its 75-year leadership in design and manufacturing.

There is no guaranteed blueprint for success. But, no matter what your goals in farming, it makes sense to plan on Ford. For your future.

Try a Ford on for size!

FORD TRACTORS





J. Ken Johnson, National President

**His name has been connected
with leadership since
the day of his birth.**

By K. Elliott Nowels

“WAKE up, wake up, we’ve got a little boy . . . and we also won the FFA Leadership sweepstakes.” That sentence serves as positive proof that 1977-78 National FFA President Ken Johnson’s involvement with the FFA dates all the way back to the time of his birth—1:11 p.m. on November 26, 1957. It, or something much like it, was uttered by Jerry Johnson, then advisor of the Columbus, Texas, FFA Chapter to his wife Joan as she came from under the anesthetic shortly after J. Ken Johnson was born.

His father, a former state FFA officer and nominee to national office, was promptly told by his wife to get on back to the leadership contest. “Just bein’ a good ag mama, I guess,” Papa Johnson later said.

Good ag mama or not, being born on the day of your average district leadership contest (this one involving parliamentary procedure and farm skills) does in no way guarantee that you’ll one day hold the FFA highest office. Nope. It usually takes many years of desire, commitment and hard work to make that grade. J. Ken Johnson is no exception.

You need well-cultivated leadership ability. A good occupational experience program. And a positive go-get-’em attitude, among other things. Like many FFA members before him, Ken got an early start at acquiring some of these needed characteristics.

On the farm, it started with a steer named “Pedro” very early on and grew gradually. When he started his Greenhand

Ken shares some thoughts on his Charolais herd with his father at the family home in Nacogdoches, Texas, shortly before assuming his position as National President.
Photos by Author

year in the Nacogdoches FFA Chapter under Advisor Larry Poe, he had eight head of cattle. Involvement in the FFA spurred growth of his farming program and in the spring of that same year, Ken borrowed some money from the local bank to buy his first purebred Charolais cattle. When a loan is acquired you know someone must be getting serious about something.

Shortly after this time, the Farmers Home Administration came out with their loan program for youth in 4-H and FFA. At that time, Ken borrowed some additional funds and bought some crossbred cattle—half Brahman, half Hereford. More cash flow was generated by the addition of a pork production enterprise in his junior year and all of it worked together to earn him the American Farmer degree in 1977. Ken presently has about 40 head of cattle on the farm.

Even with all of this going on, there apparently was no neglect of other beneficial activities, both in FFA and out. As a senior in high school, he was student body president and member of the National Honor Society and elected to the *Who's Who of American High School Students*. His election to the position of Texas State President in the same year mirrored the success he had with public speaking, parliamentary procedure and other FFA activities in his high school career.

A busy year as Texas State president sharpened Ken's leadership skills as he traveled over 60,000 miles visiting more than 500 high schools speaking and impressing.

On his more infrequent visits with mom, dad and sister Carla at the home place, his father joked with him about the weight he seemed to be gaining on the "banquet circuit." When the younger Johnson denied any added pounds, Jerry eyed him, smiled and said, "Well, it must just be shifting then."

But the year was a real energy-burner and fittingly, it climaxed at the state convention. Ken's attention to planning and detail earned him the gift of a small frog-likeness named "Peter Perfect" from his fellow officers. The nickname is still used occasionally.

A decision to run for national office is not a small one and should not be taken lightly. You're actually talking about one year of your life. Making the decision called for, in Ken's case, a kind of "prayer meetin' internally" even though he had national office as a goal for many years.

"I thought about it a lot before I ran," he said. "I knew what I was getting into if I did win—and then again I knew the possibilities of winning, were what? . . . heavens, about 30 or 35 to three. I made the decision to run."

Now more stepping stones. In Texas the decision to run is followed by sev-

eral nominations from groups all along the way. From the chapter, then the district, then the area and finally, the state nomination—which sends the nominee to Kansas City.

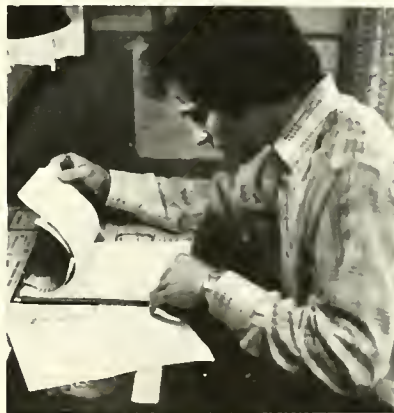
Ken gave it more thought with each step. "If you're gonna go, you've got to give it your best shot . . . so I worked on my manual, the history, parliamentary procedure, current events and things like that. I decided I wasn't going to get uptight, upset, or nervous, or anything, but just go in and answer the questions as clearly and concisely as I could and not

(Continued on Page 20)

AND BEFORE I GO . . .

A number of things must be accomplished just prior to embarking on a year as a National FFA Officer.

You've got to have that leave of absence from the university scene (1) . . . hope this one last paper will satisfy that professor. Oh, better get my laundry done (2) . . . and phone a goodbye to some of those friends that I won't see for a while. And of course, I've got to check on those cattle (3). After all, one must never forget his early foundation, you know.



3



2





Some feed on the tailgate enables Ken to take a close look at his cattle.

Ken Johnson

(Continued from Page 19)

sweat it."

Ken had never been before a nominating committee of this nature previously and he admits that some of it was rather unnerving. "It was a totally new ballgame and I really didn't think I did very well," he said. "By Wednesday I was worried about that English paper that was due and the math test that was coming up the following week back at A&M . . . I was all ready to go back to Texas."

The next day he all but threw in the towel. He wasn't called in at all by the nominating committee, so he sighed to himself, "Well, that's it, Johnson, we might as well pack up and go home." The following day they proclaimed him the new National FFA President.

What were his feelings at that time? "Well, I thought they had made a mistake," Ken said. A skeptical glance from the interviewer brought further reply. ". . . no, really, I honestly thought perhaps they had made a mistake . . . because I didn't remember them announcing the president's name first, as they did this year. I thought they might have mixed them up." No. These people knew what they were doing.

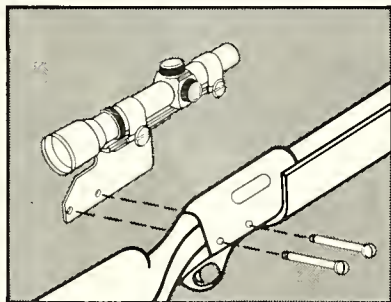
"This is our chance to contribute," Ken said of the year ahead for the new officer team. "I think there's no greater thrill in life than to see someone achieve success through the helping hand that you were able to lend them," he went on. "That's what's so great about this opportunity to serve. You get to visit with that Greenhand and see that sparkle in his eye . . . and a couple years later you just know he's walking across the stage, getting his State Farmer degree."

FFA National Officers are youth leaders, yes, but they are more than that. They are also nationally known agricultural leaders. Although the FFA organization and its officers remain nonpolitical, Ken believes that does not prevent approaching such issues as parity, farm strikes, grain reserves and other issues concerning agriculture policy from the basic standpoint of encouraging leadership and positive thought.

"I think the approach that we've got to take as young people is that we've got to remain positive—we can't get into anything talking negative—there's already so much negativism as it is right now," Ken said. "We've got to keep a positive outlook—we've got to pump our young people up—they've got to believe that they can."

Now, doesn't that sound like someone that was born on a leadership contest day?

Now deer slug hunters can scope their 1100/870 shotguns with a screwdriver.

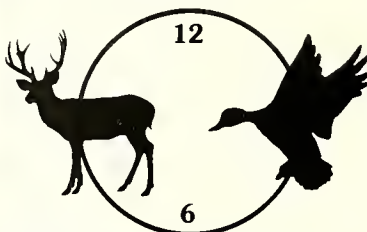


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National FFA Supply Service

By Wilson Carnes, Editor

THE National FFA Supply Service opened for business in February, 1948. The first catalog was a small folder mailed to FFA chapters describing the six items offered for sale. And the orders came—so many in fact that some of them were not opened and acknowledged for up to six weeks.

The Supply Service was started by FFA to fill a need. In 1943, for example, it was necessary for an FFA advisor to write to 16 different companies to obtain all the official FFA merchandise for the chapter. Also deliveries of some items were slow, taking up to three months in some instances. Why not bring these supplies together in one place so chapters could order all FFA paraphernalia from one source? The manufacturers would continue to supply the product but this would make the sale and delivery more efficient. Much duplication, which added to the cost of goods, would be eliminated such as each supplier having to maintain a mailing department to handle FFA items. It would also be possible for FFA to better control quality and uniformity.

Financially, the Supply Service was a success right from the beginning but deliveries were slow, particularly of FFA jackets. This was understandable during the first year when 30,000 jackets were ordered while five to six thousand were the most that had been produced in any previous year.

Items of merchandise bearing the organization's emblem became available soon after the FFA was organized in 1928. These were classified as "official supplies" and the degree pins were perhaps the most important of these.

As the organization grew other items were added such as jackets, caps, shirts, stationery, buttons and badges, banners and others. As new suppliers were added a contract was completed with FFA permitting the use of the emblem. The manufacturer was required to pay a royalty of 5 to 10 percent on sales to the FFA organization.

A problem then (and one that continues even today) was that of preventing unauthorized use of the FFA emblem.

Serious discussion about starting the Supply Service started in 1946. On July 18 of that year the Board of Trustees

passed a motion to: "... recommend the organization of an FFA supply service as soon as conditions permit." This was followed by a poll of states in 1947 to determine the advisability of establishing a central supply service for the FFA. The poll was favorable and led to convention action authorizing \$10,000 from the FFA treasury to get the supply service started.

Further work was done that fall by the national FFA governing committee composed of Dr. W. T. Spanton, national advisor; Dr. A. W. Tenney, executive secretary and D. M. Clements, assistant chief of the Agricultural Education Service.

Attorneys advised against setting up the Supply Service under the FFA's Virginia corporate charter. Rather than have a separate corporation organized, though, they pointed out that the FFA Foundation charter that existed at that time was broad enough to cover such a business and recommended that it be established as a branch of the Foundation. This was done, and the committee proceeded with the employment of W. A. O'Brien, a trained bookkeeper, to start the Future Farmers' Supply Service, with headquarters at the National FFA Camp. E. D. Tyler, camp manager, worked part time for the service. Other employees were added as the business grew.

W. A. O'Brien resigned as manager in April, 1951. Harry Andrews, who

had worked in various capacities in the business, served as acting manager until the following October when Edward J. Hawkins was employed.

In the meantime, the FFA had received its federal charter of incorporation. The new charter was planned to include the Supply Service, and in January, 1952, the business was transferred from the Foundation to the FFA organization.

Drawing upon his experience in the army, in retail selling and in government work, Mr. Hawkins further streamlined the Supply Service operation.

In 1971, Mr. Hawkins became administrative director of the FFA and Mr. Andrews was again named acting manager. Later his appointment was made permanent by the Board of Directors and National Officers.

The six items offered for sale when the Supply Service opened for business were the blue corduroy jacket, a blue sport shirt, a white T-shirt and a softball uniform consisting of cap, jersey and pants. When FFA reached its 50th Anniversary the Supply Service catalog listed over 600 items bearing the name and emblem and many of these come in different colors and variations. The items range from banquet supplies to banners, caps to corduroy jackets, notebooks to 50th Anniversary medallions and other supplies. The now famous corduroy jacket has been one of the most popular items offered for sale having passed two million in sales in October, 1976.

The Supply Service today has a staff of 30 to 45 people. The business is highly seasonal with most of the orders coming from October to May.

All items sold by the Supply Service are approved by the Board of Directors and National Officers.

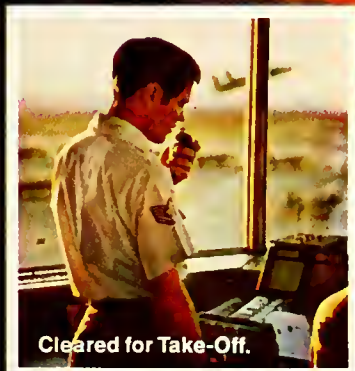
The Supply Service has always been a profitable operation. Income above the cost of operation goes into the FFA treasury to help finance activities of the organization. A major use for part of this money has been to finance the building program at the National FFA Center.

The number one priority at the Supply Service is—the same today as it was in the beginning—service to FFA chapters and members.

Lettering a jacket at the Supply Service. Over two million have been sold.



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AIR FORCE 



A view of Firestone's test farm in northeast Ohio shows several circle tests in progress. The tractors are tethered in the center and run almost constantly.

Treading the Experimental Furrow

Much tire research must be done before your horsepower can be put to proper use.

AS TRACTOR horsepowers climb higher and higher, one fact remains. If you can't get that horsepower from the engine down to where the wheel hits the soil—it won't do you a bit of good. Enter tractor tire testing.

"What we do is help the manufacturer transfer his engine horsepower and torque to the soil," said Robert J. Moffitt, engineer for tire development at Firestone Tire and Rubber Company in Akron, Ohio.

Moffitt and many others like him, whether at Goodyear, B. F. Goodrich or another manufacturer of tractor tires, spend their time considering the many problems of rubber on the farm. Traction, wear, lug-cleaning ability, continuity of tread pattern as it wears, cost, riding comfort and resistance to aging and major failure are some big factors. Others are ability to transmit torque without buckling, long-carrying ability, machinery clearance and overall endurance.

Methods of finding the answers to improvement in these areas vary from company to company—each having a system designed according to their special needs and wants—but many similarities exist in testing procedures—in principle if not in actual process.

The following brief description of some tests performed at Firestone's Columbiana, Ohio, research farm is helpful in illustrating the diversity of tests used throughout the industry.

Circle tests are used for researching endurance. The trailing drag units hooked on to the tractors are weighted

to simulate various farm implements. Electronic retarders on the wheels also simulate implement pull. Test tires are mounted on the drags as well as the pulling units and control tires may be tested against experimental or competitors' tires.

These driverless tractors run 24 hours a day, seven days a week, weather permitting, on tethers attached to center posts. Concrete is used for wear testing of tires on road-type surfaces—an increasingly important factor as farms become larger causing increased machinery road travel. A circle of slag is used for a tread cutting and chipping test. Sixty tons of slag per year are used at the test farm and as it is ground to powder, new sharp material is added. Dirt circles provide endurance testing for the tire body and its ability to withstand torque.

Roadwear testing has become an important phase of testing in recent years, due to increased farm to field distances and varying road conditions. This phase at Firestone is conducted over a 20-mile course on roads in the northeast Ohio area.

A slip-pull test is conducted over a 500-foot course, with a load cell in the cable between the drag units measuring drawbar load. Electronic counting equipment records wheel revolutions, measures distance and automatically terminates the test. Runs with no load are compared with loaded runs to obtain slip. Pull is increased in 1,000-pound increments until the tires spin out.

The ozone drum test is where tractor tires can be tested for endurance and weathering. Ozone, (created by electrically-charging air) is directed onto the sidewalls of the tires to vastly accelerate sidewall cracking. Another test—the cutting course—is one of sharp metal projections used for testing one-fourth scale models of off-highway tires.

The rolling beam—a motor-driven movable concrete beam—is used mainly for studying a tire's deflection and tread movement.

"Through the use of all these techniques, we can accelerate the research process," explained Moffitt, adding that time was an important factor in tire development.

Of course there's no telling what kind of use or rate of wear the tire may get on a given farm, so a company's research must be used to reach a certain standard on each facet of tractor tire use.

"One farmer might run it up and down the road a lot and another might not ever put it on asphalt," Bob Ellis, manager of ag tire engineering, said in relation to Goodyear's similar circle tests.

What will tractor tires look like in the future?

"I think we'll still see some bigger sizes needed—of course we work closely with the manufacturers to meet their requirements," said Moffitt. It appears that the way the tractor market goes . . . so go tractor tires.

Bob Ellis of Goodyear agreed with the observation on size. "The trend has

(Continued on Page 34)

An agriculture tire developed by Goodyear for soft terrain is checked after its load and durability tests.





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FFA Member Likes Life On Our Last Frontier

Frank has opportunities few people can claim.

By Gary Bye

AS AG teacher Mike Carlson's pickup rounded the bend toward Frank Keaster's home, a Sandhill Crane, wings outstretched in alarm scurried across the gravel road. Close behind in pursuit was a red fox intent on having lunch.

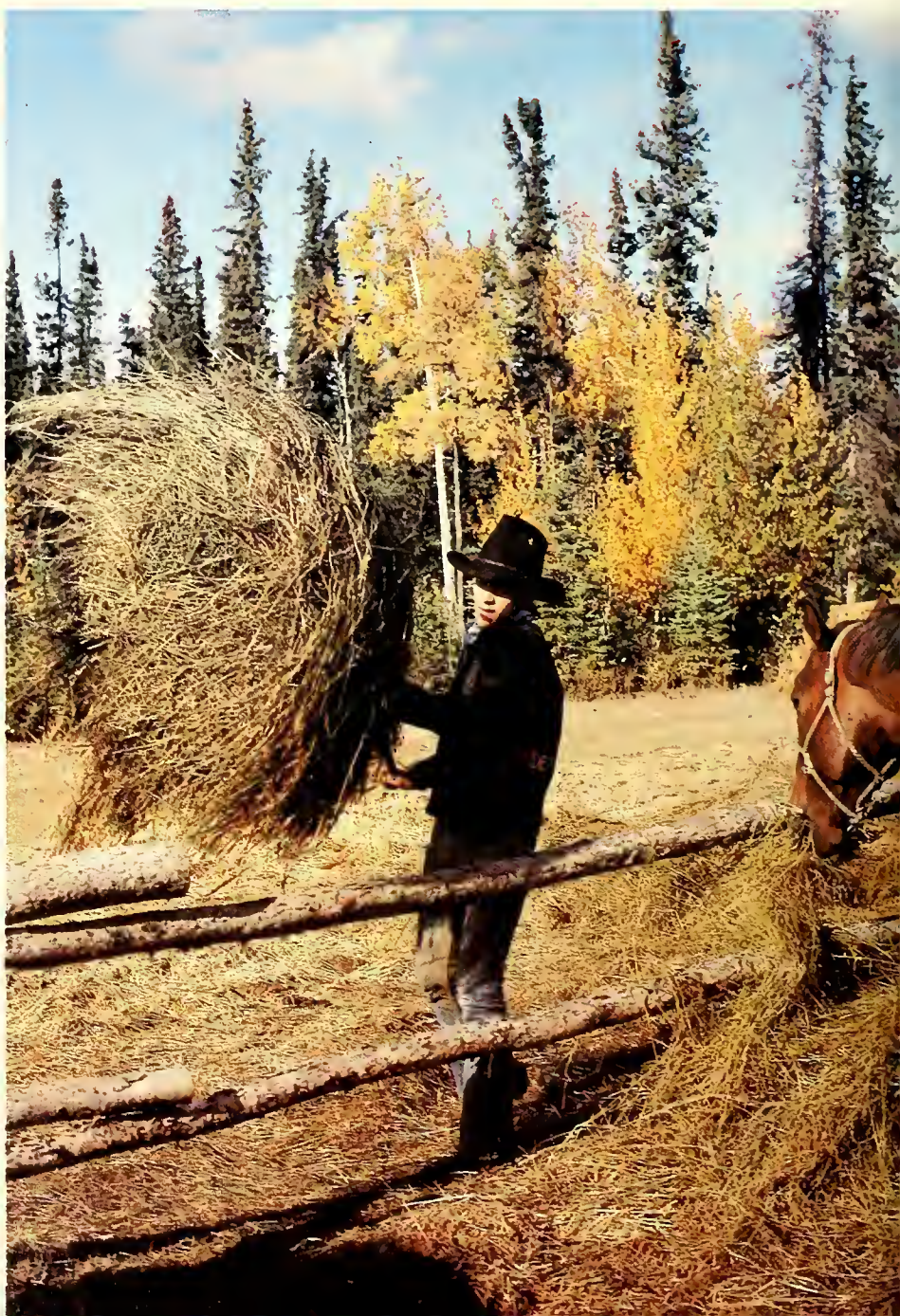
With the approach of the vehicle, the fox suddenly changed directions and disappeared into the dense stand of trees which skirted the road. Urged on by his advisor, Frank, an FFA member from Delta Junction, Alaska, scrambled from the vehicle and quickly corralled the wild migratory bird. A slight wing injury explained the bird's inability to join the main flock overhead, now moving south for the winter.

Soon the bird, Frank, Carlson and myself were again headed for the Keaster farm—the bird to be housed in the family's chicken house until it was again healthy enough to fly.

The episode added color to the purpose of my visit. My story assignment—to portray a typical Alaskan FFA member. It had already proven to be a challenging task. In fact, as I had found on my visit to the state's first annual state convention, an almost impossible mission. The few hundred young people that make up the state's FFA membership vary as much as the geography of the different regions from which they come.

However, to give FFA members on "the outside" (what Alaskans call the lower 48 states) an idea of what life is like for at least one Alaskan FFA member, we elected to visit the farm home of Frank Keaster, a 17-year-old, who was born in Alaska.

Frank's family were among the earli-



est homesteaders along the Clearwater River near Delta Junction. They moved from Montana in 1954. Their log cabin home, built on the homestead, sits in a small clearing overlooking acres of trees and bubbling springs. In September during our visit, winter's warning was already in brilliant display. The red, yellow and gold leaves created a splattering of color unmatched by any artist's brush.

Despite a lifestyle similar in many ways to that of settlers of the nineteenth century, Frank has opportunities that few people can claim. The country in which he lives abounds with game; moose, sheep, caribou, buffalo, rabbit and a variety of game birds. "We go hunting every spare minute we have," says Frank, his eyes alive with the anticipation of the next hunt.



Above, Frank gives a helping hand to an injured Sandhill Crane. Left, it's not all fun, there is still hay to pitch. Below, horseback riding, a favorite pasttime, in the land of the midnight sun.

To supplement his income Frank works a trapline. Among the prize catches he has made in the past include lynx, wolverine and fox. Quality pelts, such as the lynx, sell for as much as \$150 each. However his main catch is rabbit.

Frank and his younger sister, Ruth, help their parents with two milk cows, a flock of 120 chickens and smaller flock of pigeons. The Keasters lease 970 acres of pasture to add to their original 160 acres of homestead land. Enough of the land has been cleared to raise oats and hay for their 15 head of beef animals and 20 horses. The beef animals are Scotch Highlander crossed with Hereford. The cross produces a vigorous animal capable of withstanding severe winters, common in Alaska.

The farm operation is based on the unique environment in which it exists. Harvesting the grain crops, for example is done with the use of a stationary thresher. "We used a self-propelled combine for several years," says Frank, "but found that by the time grain was dry enough to harvest, the strong winds had caused a lot of damage from grain shattering."

To avoid those losses, Frank and his family now bind the grain before it reaches storage dryness and move it to the site of the thresher to finish drying. All the grain is used for feeding the family's livestock. Feeding continues from mid-September through March or April depending on the snow cover.

Working out-of-doots on the farm is a big part of Frank's life. And his love for horseback riding fits nicely into that environment. He tries to ride every day in the summer and has attended horse

shows and gymkhanas (horsemanship meets) for the last eight years. Before joining FFA, his horses were part of a 4-H project which also included beef and dairy animals.

The FFA and vocational agriculture both new offerings for Alaskan high school students, have increased Frank's appreciation for the science of farming. "We learned all the requirements of a growing plant and how the soil affects it," he says, obviously amazed at the complexity of soil and plant science.

Frank also found himself in awe of the leadership abilities of the state and national FFA officers he met at the state FFA convention. "If I could speak half as well as they do I'd be happy," he says, admitting that he may seek a state office at next year's convention.

FFA's brand of leadership is needed in many of the Alaskan cities and towns which have suddenly boomed with the influx of pipeline workers and others seeking a new life in our country's last frontier. Frank, like many of the early settlers, is sorry to see the changes come. Since the pipeline passed within a few miles of his home, he knows firsthand the effects it has had.

"The pipeline itself really hasn't hurt anything, because they buried it and left the landscape the same as it was before. The real change has been with all the people who came to help on the construction," he said.

But while the influx of people can aggravate the homesteaders, they also sometimes yearn for the advantages of a greater populace. Frank, for example would like to see the development of a strong cattle market in the area. With high average crop yields and available pasture, the one thing lacking is demand, created only by more consumers.

Like so many who are born and raised in Alaska, Frank will soon face the choice of settling near his home and perhaps running his own small farm, or moving to a populated area to live a more financially rewarding and comfortable life. His four older brothers have all moved to the "outside" and Frank recognizes the attraction of life nearer the mainstream of America. His own dreams include attending a professional rodeo school, something available to him only if he leaves the state.

For now, living, working, and playing in Alaska is filling all the needs of a growing young man—building the kind of man the American frontier has always produced.

Photos by Author



Federal Crop Insurance

Here is a rundown of how it works

to help you with your planning.

LAST year was a bumper crop year for American farmers and there were plenty of statistics to prove it. But the trouble with statistics is that they too often add apples and oranges and come up with the mathematical equivalent of fruit salad. Nowhere in the statistics of last year's abundance, for example, was there any clue that as many as one out of every six farmers failed to harvest a crop large enough to cover even his production expenses.

One place where arithmetic of crop losses *does* show up—dramatically—is in the indemnity lists of USDA's Federal Crop Insurance Corporation. What they reveal is that of the roughly 115,000 farming units with corn insurance in 1977, insurance indemnities to cover lost production expenses were made on upward of 24,000. On 112,000 with wheat insurance, indemnities were paid on 21,000. Approximately one out of five tobacco growers and one out of three cotton growers failed to make back their expenses. Least hard hit were policyholders with insurance on soybeans; only one in ten had a loss.

Not even these statistics tell the full story of the economic impact when farmers in a given area have the bad luck to have bad weather like the drought that scorched large sections of the Corn Belt in 1977. In Atchison County, Missouri, three of every four corn growers lost part or all of their production expenses. In Story County, Iowa, nearly 90 percent of FCIC's policyholders reported losses.

The FCIC, not surprisingly, has been experiencing a boom in insurance buying. The \$2 billion of all-risk insurance in force last year was more than double

what it was three years earlier. The main reason, contends FCIC Manager Jim Deal (who still owns a grain and livestock farm in Minnesota's Red River Valley) isn't that crop losses are any more frequent but that they are a lot more *costly*. Says Deal: "Without insurance, you may not lose anything or you may lose everything. A lot of farmers seem to be deciding that this is no way to run a farm."

Here's a capsule rundown on how insurance for crop investments works and why—particularly as a young farmer whose working capital is too precious to lose—you may want to include insurance protection in your management strategy.

Guaranteed Yield

For most crops, the policy guarantees the approximate yield—and quality—needed to cover your costs of production. As FCIC officials are quick to point out, an insurance policy is not a substitute for a bumper crop and it will not turn a bad year into a good year. But it does help to guarantee that the worst that can happen when you plant and lose a crop is that you will break even.

In the event of a damaged or destroyed crop, you are paid for each bushel (or pound) that your insured crop falls short of the guaranteed yield. The amount of the payment depends on the price you choose when you purchase the insurance policy. For example, corn can be insured for \$1.40, \$1.70 or \$2.00 a bushel; soybeans for \$2.50, \$3.00 or \$3.50 a bushel; wheat for \$1.50, \$2.00 and \$2.50 a bushel.

Thus, if you insured your corn for, say, the maximum of \$2.00 a bushel

and the yield was 25 bushels below the guarantee, the indemnity payment would be \$50 an acre. The level of the yield guarantee varies from county to county, and even within a county, depending on past yield histories, loss experience and local production costs.

The cost of insurance also varies. Nationally, the average premium per acre for insurance in force during 1977 was \$2.40 for wheat, \$3.65 for soybeans, \$4.85 for corn, \$8.12 for cotton, and \$34.53 for tobacco. The differences in cost are mainly a reflection of differences in the amount of insurance carried per acre. Premiums paid for crop insurance are, of course, fully tax deductible as a farm business expense.

The policy pays off on losses due to any unavoidable cause. Indeed, the only cause not covered is poor farming practices. The following table, based on hundred of thousands of claims paid by FCIC during the past forty years, shows the relative frequency of various causes of crop loss (these figures would, as you'd expect, vary somewhat from one crop to another.)

Cause of Loss	Percentage of Losses
Drought	38.2%
Excess Moisture	17.0
Freeze	14.9
Hail	11.2
Wind	6.5
Insects	5.1
Disease	3.0
Flood	2.4
All others	1.7

Benefits in Good Years

Production costs have risen so rapidly that almost no farmer today can afford the loss of his crop investment. And a farmer just getting started, unless he has a source of plentiful cash, can usually afford it least of anyone. "More and more of our policyholders," says FCIC's Deal, "are young farmers who recognize that *preservation of capital* must be a major management objective." Deal suggests the following ways in which all-risk crop insurance, used as a management tool, can pay off in good years as well as poor years:

✓ **Loan collateral.** To most lenders, a farmer's credit-worthiness doesn't hinge on how much money he can earn in a good year; rather, it hinges on how much money he can *repay* in a poor year. By carrying insurance against the loss of borrowed money that you invest in a crop—and, if you wish, by actually pledging the policy as collateral for a loan—you may be able to negotiate a more generous line of credit or more favorable terms. Policies contain an optional collateral assignment provision
(Continued on Page 65)



For Great-Grandpa 3 Acres was a Day's Work

Before mechanization one man and a team of horses could plow about 3 acres a day. That meant he might be able to grow about 80 acres of crops annually. Today one American farmer feeds over 50 people a day. Can you imagine how much bread would cost if a farmer still plowed 3 acres daily? *If* you could buy a loaf at all.

Case has worked with the farmer for over 135 years to meet the growing demand for food. We have constantly strived to make our machines more efficient...more productive.

Today one farmer alone can work hundreds of acres and that means a better life for all of us.

As the men and women who will soon take charge of American Agriculture, you're aware of the greater challenges ahead.

At Case we're working to develop farm tractor power that will give you the performance to meet these ever growing demands for high production and efficiency. We join with the FFA in working to keep the world's most important industry, America's best.

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700 State Street Racine, WI 53404 U.S.A.

doing something about it.



Maybe what your farm needs



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Try some Honda horsepower. The kind you get in our XL-75, 100 and 125.

On-road or off-road, they do the job. Whether you're riding the north 40 or doing 40 down the highway. They're agile, quick and reliable. And they don't eat much fuel either.

All three Honda XL's are the result of excellent breeding. At their heart is the world-famous Honda four-stroke, overhead-cam engine. So you know they deliver. For a long time.

And you know when you're riding a Honda, you're out in front. Because they're each loaded with features. Long-travel shocks with five-way adjustable springs keep your power connected to the ground. You've got a positive-shifting

is a little more horsepower.



transmission with five speeds. And primary kick starting means you can start in any gear—with the clutch disengaged.

The XL's ride smooth, thanks to oil-dampened forks. They can take bumps, too, because they've got high ground clearance and a sturdy skid plate. They don't cough or wheeze—thanks to a snorkel-type air cleaner under the seat, clear of water and dust.

And these Honda horses are intelligent. The smart-looking instrumentation includes—speedometer, odometer, plus neutral, high-beam and turn indicator lights.

You can find 'em just down the road at your nearby Honda dealer. He's got a stable full of Hondas just waiting for you.

HONDA
GOING STRONG!

Treading

(Continued from Page 26)

been toward bigger equipment and higher horsepower—just how much bigger remains to be seen.” Asked about any revision in research that might go along with this, Ellis said, “We’ll have to continue to grow in size of equipment used to test them.”

Cases in point are Firestone’s Mean Machine and Goodyear’s similar rolling computer. The Giant Mobile Laboratory, as the Mean Machine was called when originally introduced in 1975, is a combination dynamometer and analog computer. It is used to test tires for today’s high-horsepower tractors and for the even more powerful tractors expected in the future. In use, it is attached to a tractor and then acts as a reverse force to simulate up to 50,000 pounds of implement pull.

“Currently the Mean Machine is big enough to handle any tractor that’s



The performance of dual wheels on a four-wheel drive tractor was tested recently by Firestone using their celebrated rolling computer, the “Mean Machine.”

made,” said Moffitt. “We can pull back any tractor to spinout, plus we can add a module on the back to expand the capability.”

Goodyear’s pair of rolling computers are “the same in principle” as the Mean

Machine, although Ellis claims they are more versatile. Their capacity can be increased when giant water ballast bags are filled for added weight and drag. They operate on Goodyear’s main testing facility on 11 square miles of land located about 18 miles outside of San Angelo, Texas. In addition, Goodyear has contracts with several commercial test farms in different areas, where their tires receive normal farm use with the farmer recording data on operations done and maintenance received. The tires are then returned to Goodyear for study.

All of these research procedures can safely be described as long and involved and their end success is determined in the field—your field.

“It’s one thing to say that a certain tire will perform a certain way at a certain pressure, but it’s another thing to prove that it will in fact do this—and handle an overload, also,” said Ellis. “It wouldn’t be fair to charge \$1,000 and up for some of these big tires then have them go bad in the field.”

It all goes back to you, the consumer. You cast the final vote.



de laurier
“You said the battery in the tractor was dead, so I buried it.”

1¢ SALE

GUARANTEED
10 YEARS

The knife for hunting, fishing and all around use. Mirror polished, imported stainless steel blade honed to a razor's edge. Rugged. Opens with flick of finger. Locks into position. Blade will not close when in use. Press button in handle to close. Safety finger guard. IF BROKEN WITHIN 10 YEARS WE WILL REPLACE AT NO CHARGE! Use 30 days. Money back if not pleased. Special 1¢ Sale. REGULAR PRICE \$3.75. Send \$3.76 & receive 2 knives. Add 22¢ postage, handling. Remit TOTAL \$3.98 for 2 knives. ORDER NOW! Midwest Knife Co., 9043 S. Western Ave., Dept. RS-6436 Chicago, Ill. 60620. Established 1936. Mail Orders Only.

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FFA member Dave River and father, Ross, Maquoketa, Iowa

How to make the family farm support another family.

Your family. You like life on the farm. You like the freedom. And you like to see the results of your work.

Chances are, you've thought about how you and your dad might make room on the farm for another family someday — your family.

When that happens, you'll have two ways to go. You can expand outward. But, how easy is it going to be to buy or rent more land? And then farm it?

Or, you could make your farm grow on the same amount of land with a Harvestore® system. The Harvestore system allows you to harvest more of what you grow, make milk, beef or pork with more of what you store, and handle more livestock with the ease of push-button automation.

Read how others are expanding up with the Harvestore system. Write for a new, free book ... You're Ready. Write today.

Yes, I'd like to learn how a Harvestore system has helped others to expand up.

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THE CHAPTER SCOOP

NEWS, NOTES, AND NONSENSE FROM EVERYWHERE

by Jack Pitzer

by Jack Pitzer

X-Y-Y

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Serving 16 hours a month, and two full weeks a year in the Army Reserve can earn you a good extra income.

It can earn you an extra good feeling, too. Pride. Because, as an Army Reservist, you'll be working to better your country and community, as well as yourself.

And we have hundreds of jobs to choose from, in many fields. Qualify, and you can learn medical technology, surveying, or automotive mechanics, just to name a few.

You'll have to spend some months of full-time duty away from home. First, eight weeks at basic training. Then, an average of two to four months at an Army school to learn your skill.

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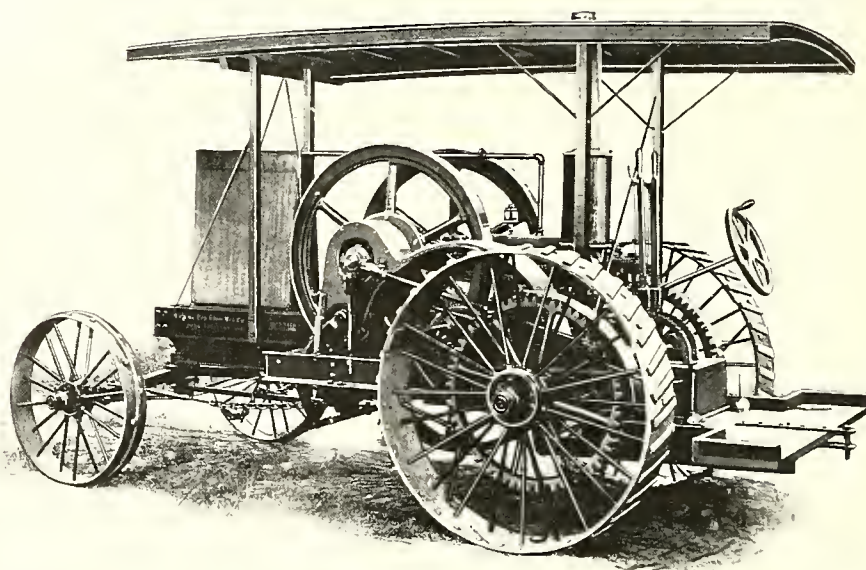


THE TRACTION ENGINE MIRACLE

By Andrew Borders

DURING the 1890's a strange iron monster took over American farming, coming across the country weighing 20 tons, moved by 100 horsepower and boiling away 70 barrels of water a day. They were called traction engines because they rolled on great metal spiked wheels that dug into the fertile earth and churned onward while venting steam from their leviathan throats. They pulled plows, operated threshing machines, feed grinders and electric power generators. They cost \$6,000 and with a grain combine could harvest 100 acres daily. The Best and Hott steam traction engines could out pull 40 mules. It was a new day for agriculture; the day of the horse was quickly fading and the mule was put on the endangered species list. Traction engines introduced the farmer to America's industrial revolution.

With the advent of the gasoline engine, the great machines took on a new look, a new sound and a new practicality. The Hart-Parr Company of Charles City, Iowa, built the first successful tractors in the United States in 1902 and 1903, and it was the Hart-Parr Company that first gave the name "tractors" to the new machines to distinguish the gasoline-powered traction machines from the steam-powered machines. But the new metal wonders were copied after their ancestors and were huge in size, too clumsy and heavy. It was not unusual for the behemoths to hold 110 gallons of water, 70 gallons of fuel and 5 gallons of oil while weighing in at 20,000 to 50,000 pounds. They were hard to start. It has been noted that some farmers let them run all night rather than undertaking the task of starting the engine every morning, and



This 1906 model was placed in production by International Harvester.

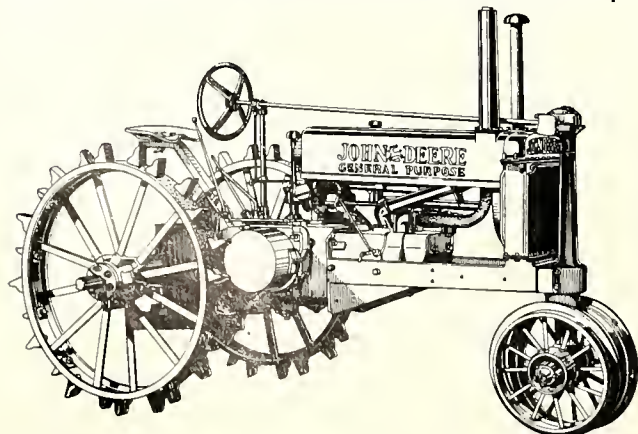
banks often refused credit to farmers wanting to soak \$3,000 into a machine that could run up repair bills of \$1,500 per year. Talking a banker into bankrolling a tractor that might have 19 rules for starting and 13 rules for stopping, as the early Hart-Parr tractors did, was commonly more difficult than facing a 1910 dentist who knew nothing of Novocain.

Early tractor manufacturers included not only the Hart-Parr Company but also the Kinnard-Haines Company of Minneapolis, the International Harvester Company of Chicago, and several smaller firms and in 1913, Henry Ford began experimenting with the Model T tractor that promised a new maneuverability and an affordable price tag. The Bull Tractor Company of Minneapolis

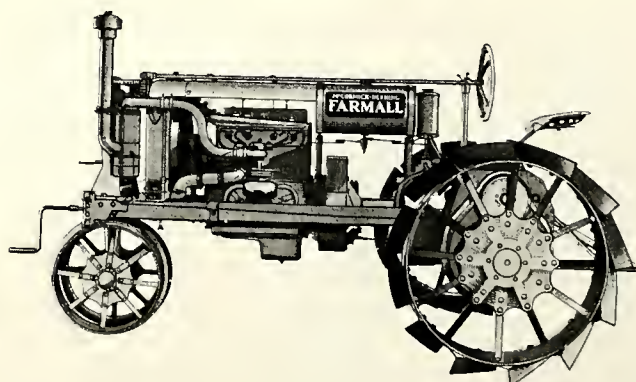
introduced a 4,650-pound "Bull with the Pull" tractor in 1913 to compete with the Ford tractor which Henry Ford called a Fordson. The "Bull with the Pull" sold for \$645 and Ford announced in 1915 he would sell the new Ford tractor for \$200. In 1916 Henry Ford said he would make a Ford car, a Ford truck and a Ford tractor and sell all three for \$600. World War I changed Ford's plans and it was not until 1918 that the first Fordson came on the domestic market at a retail cost of \$750. Records show it cost \$567.14 to produce the Fordson which gave Ford a \$182.86 profit on each unit. It became Ford's practice to donate tractors to educational institutions for use and the orphanage at Nacoochee Institute in

(Continued on Page 46)

Model A John Deere, 1934-1952, had 16.22 drawbar hp.



McCormick-Deering's original Farmall produced 1924-1931.



There is a continuity in American agriculture. A continuity of people and land... and purpose. One generation working hand-in-hand with the next generation, passing along a love for the land and a respect for living things. For more than 60 years, through several generations of farm families, the Land Bank has provided long-term financing to help make that continuity possible.



The Land Bank

The Bank of Generations



It Takes Money To Make Money

Advertising, education and research play large parts in the game named commodity promotion.

By K. Elliott Nowels

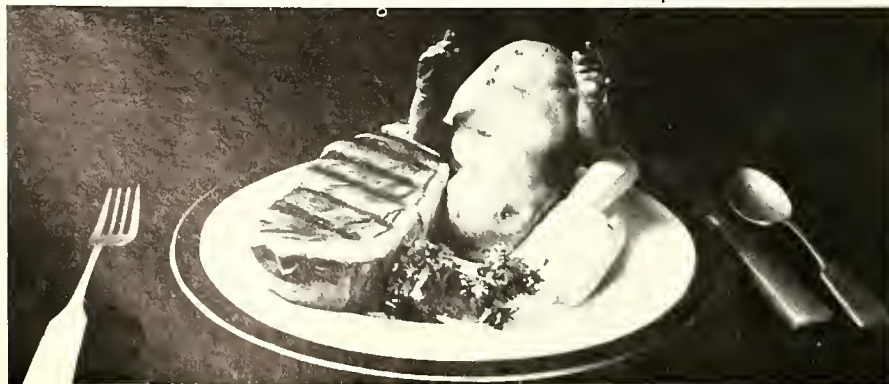
HERE they are using your money to pay a guy to dress up like a potato and sit on a plate next to some cooked carrots.

It sounds absurd on the surface, but there is a reason for it all. It's termed market development. If they show this talking potato on television, maybe someone will buy more potatoes next week. And maybe you can multiply that person by 1 million other people. Wow! Before you know it you've increased demand for your product—potatoes—and guess what . . . as demand goes up, so do your returns.

It might be potatoes, eggs, soybeans, beef, cling peaches, or some other commodity, but the game is basically the same. Organizations that promote agricultural commodities are designed to help the producer make more money through an assortment of means.

"Our primary objective is to promote

. . . to tell TV viewers of his wholesome and nutritious food qualities.



The giant potato climbs onto his ten-inch dinnerplate . . .

the potato—all four types," says Holly Wilson, editorial assistant for the Potato Board, the folks airing the talking potato. "We want to make the public aware of the fact that it is a low calorie, highly nutritious food." The four types she speaks of are the long white, round white, round red and the russet.

The Potato Board has not stopped with the \$575,000 television promotional blitz that was drawing to a close at our press time. They are working a number of other angles to aid in selling

what appears to be the largest potato crop in our country's history.

"We'll do almost anything to help promote the potato," Holly said. She cited their present work on an agreement for exporting french fries to Japan as an example of their variety in approach.

Another recent Potato Board development is an extensive educational kit available to home economics teachers that explains the nutritional value of the potato. This consumer education angle is an important one to commodity promotion, though seldom appreciated or realized by the general public.

The American Egg Board (AEB) employs four full-time home economists to assist in that area, according to Tommy Moore, office manager.

"The home economists spend their time creating, developing and testing new egg recipes and providing information to newspaper and magazine food editors," she said. Researching the cholesterol issue and developing new products are also other areas that receive attention from the Egg Board, whose "incredible edible egg" campaign has been very successful.

More immediate improvement in demand is likely only to be achieved through advertising a particular commodity and AEB's budget reflects this.

In 1978, over \$4½ million will be spent on advertising the egg and about \$4 million of that will be spent on ads for television. Mostly daytime shows will be used, including the "Today Show," "Hollywood Squares," "Days of Our Lives," and the like. The emphasis is on reaching the female, 18 to 49 years of age, because tests have shown that they are the ones that walk the aisles of supermarkets across America, planning the family's meals.

Eenie, meenie, minie, mo just doesn't make it when it comes to spending several million dollars that you've collected from producers. That's why the testing and surveys done before and during a particular campaign by commodity promotion groups are often quite extensive.

AEB, through their marketing research firm, did a "bench mark study" to determine the consumer attitude toward, and awareness of, the egg as a viable nutritious food before launching the incredible edible wonder. Three thousand randomly chosen people were surveyed, as well as a collection of 240 supermarkets across the country, to see how the egg was faring. As the campaign continues, so does the research.

"The key thing is looking at the test markets versus the control (no promotion used) markets on a basis of weekly data and comparing what's happening this year with 1977 figures," said Henry Huelskamp, a marketing research consultant at AEB. "In 1977 we did studies on the top 20 markets and there was a definite increase in the egg use that can be attributed to our promotional efforts."

One of the most organized and comprehensive efforts in the expanding field of commodity promotion seems to be by the folks producing cotton and necessarily so. Cotton has been doing battle with synthetic fibers in the marketplace long before permanent press became a household term. The advent of new "easy care" fabrics initially set back the demand for the natural fiber, but increased research, development and promotion through Cotton, Incorporated has helped to ease the pressure.

"We're a little different than most of the other organizations that promote commodities," said Jack Childs, manager of Information Services for producer-directed Cotton, Inc. "This group was organized because the fiber was losing ground to the synthetics and it's set up more like a company." Childs ex-

plained that Cotton, Inc. was formed by the producers in 1971 and the original assessment of \$1 per bale of cotton sold was agreed to at that time. Another 4/10 of 1 percent of the price per bale was then tacked on to that amount with passage of a referendum in 1976, allowing the assessment to fluctuate with the price of the fiber beginning with the 1977 crop.

"Our main concern is helping them make more money by taking some of their money and putting it to use for them," Childs said, explaining that Cotton, Inc. attempts to improve the cotton producers' situation at every stage of the game—from decreasing production costs to improving retail demand.

Major action in the organization requires a two-thirds majority vote of all the cotton producers in America and policy is set by the producer-members of their board of directors. If a producer decides not to participate in the program, he may ask for, and receive, a refund of the money skimmed from his check.

Use of synthetics has also, of course, affected the wearing of wool, which in turn has affected the sheep industry in America, an industry that is a little bit different in the fact that the same ani-

"You can shrink so much that . . . who then can afford your product? When the consumer backs off, you're in trouble. Retailers won't put your expensive meat on the counter . . . and restaurant operators take the lamb items off the menu," said Bill Brosco-vak, ASPC's assistant to the executive director.

A graphic example of this can be at the "point of sale," in lamb's case the grocer's meat case, where lamb has been losing some ground, literally. ASPC figures show that, on the average, only 2½ feet of counter space was given to lamb in the supermarket in 1975. Compare this with 4½ feet in 1970 and 5½ feet in 1965. Less exposure leads to less demand, lower prices and eventually less people producing sheep because there's less money in it. This will in turn affect the supply of wool which will affect price which will also affect numbers and so on around the circle.

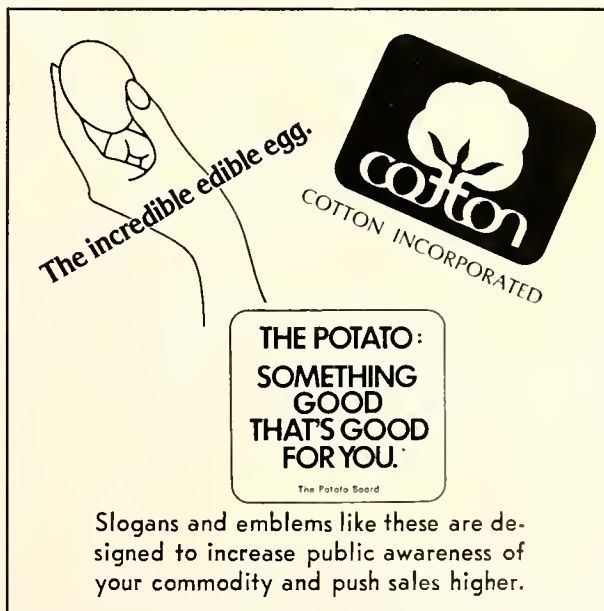
"Sheep have the ability, with good management, to convert scrubby mountain grasses and other cheap roughages into high quality, useful products—both fabric and meat," he points out. "If we continue to increase in population as our resources decline, they could prove to be a very valuable animal."

To tell this side of the story, Brosco-vak travels extensively in his additional role as director of Special Lamb Promotion. In eight months since the time he gained that responsibility in July of 1977, he has visited over 35 cities and had well over 125 interviews with people of newspapers, radio and television, explaining the present and possible situations of the sheep industry—touching on predation problems (in 1975 alone the coyote was responsible for loss of 1 million head) and numbers decline, as well as how to cook lamb and wear wool.

These types of promotion are coupled with their industry-wide "Blueprint for Expansion" which is aimed at increasing the supply of sheep and lambs by 5 percent each year for the next ten years.

Whether it's the American Sheep Producers Council, American Egg Board—any of these, or a host of others, the idea is basically the same. Advertisement, new product development and other promotional efforts aimed at market development, or in other words, increasing demand for what you are producing. It takes money to make money.

So next time a potato talks to you, listen. He might be talking about putting more bucks in your pocket.



Slogans and emblems like these are designed to increase public awareness of your commodity and push sales higher.

mal produces both fiber and food.

The dual purpose nature of the animal added to a severe decline in U.S. sheep numbers (from 56.5 million in 1942 to 13 million in early 1977) has challenged the American Sheep Producers Council (ASPC) with several unique promotional fronts. They must increase demand and supply for two different commodities. Offhand it would seem that when the supply shrinks, prices go up and those remaining in the market will be fat and happy with nothing to worry about. But that's not always the case.

Traction Engine

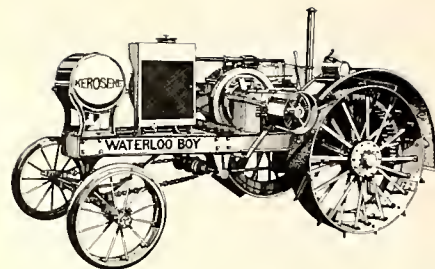
(Continued from Page 40)

Georgia and the Berry School at Rome were among the first to receive the new tractors.

For two years General Motors manufactured the Sampson tractor. Caterpillar, Advance Rumely, International Harvester, Dayton-Dick, Emerson Brantingham, J. I. Case, and McCormick Deering produced tractors during the 1920's and in 1924 a giant step occurred with the production of the first Farmall and its ability to farm row crops. John Deere added to the com-

panies that brought innovations to farm machinery and produced such competition that in 1927, Ford discontinued manufacture of the Fordson in this country.

But the new wonders were mechanical horrors. A farmer near Atlanta wrote in his diary in 1921: "Jan. 4, could not start motor. Jan. 19, working on tractor. Jan. 22, broke tractor wheel. Jan. 25, engine failed to run. Jan. 26, tractor broke down. Feb. 10, worked on tractor. Feb. 19, had engine trouble. Feb. 28, had to work on engine. Mar. 4, put in new engine. April 21, tractor broke down, put in new bearings, rear end burst. Repairs needed. Total cost:



Model "N" Waterloo Boy, 1916-1924.

\$1,301.13 for 620 hours of work." A farmer in Paris, Illinois, said he cursed the Fordson tractor for ten of the best years of his life.

Tractors now came in all sizes. You could get a big Avery with 80 horsepower on the belt, a Twin City that weighed 28,000 pounds and was 21 feet long, or a Rumely 30-60 Oil Pull that had cylinders 10 inches in diameter. The C. L. Best Gas Traction Company offered a crawler-type tractor that weighed 32,000 pounds, had 90 horsepower and pulled 20 plow bottoms. With the giants came thousands of the smaller tractors—there was, of course, the 2,500-pound Fordson and competition came in the form of the 4,000-pound Kansas City "Prairie Dog" and the 5,000-pound Minneapolis "Tom Thumb." Some companies built tractors operated by reins or lines to more easily change the farmer from his horse to the new mechanical mules.

A letter to Henry Ford in 1921 expressed the feelings of a disgruntled farmer after trying to repair one of Ford's Fordson tractors: "Did you ever try to adjust the crankshaft bearings on a tractor? You crawled under the engine to take off the pan, found a pipe in the way, drained two gallons of oil, then fished around in the dark with a socket wrench and took out 15 screws

(Continued on Page 65)



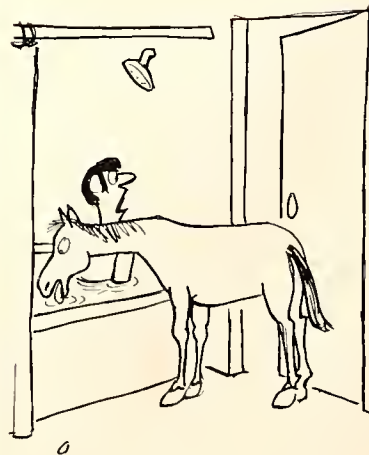
Wherever you go Panhandle Slim fits

Join the Panhandle Slim army with our dashing military shirt. It's today's look with a Western flavor, in classic khaki, white, powder, gold or navy. Men's sizes S, M, L, and XL; women's sizes 6-18. For her . . . the romantic look of calico in our Liberty Belle dress with dainty ruffles and lace at neckline and hem. Blue only in 50% polyester/50% cotton, sizes 6-18.

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"Somebody close the back door."

The National FUTURE FARMER



IT'S AN EMPTY "SHOW STALL" WITHOUT IT!

Walk the stalls at any livestock show and chances are you'll find Calf Manna!

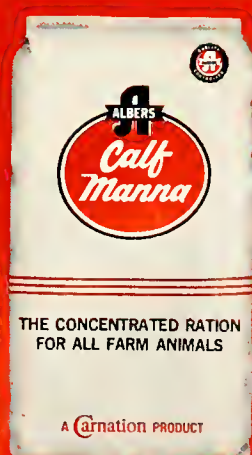
You'll also find animals with championship potential. Animals that exhibit true genetic ability and the tender-loving-care of a concerned owner. But breeding and management are only part of the story. It takes more to build a champion. And that's why Calf Manna is there!

Size, heart girth, sound bone, good muscling, glossy haircoat, and top condition are the realization of an efficient feeding program involving Calf

Manna, fed at the rate of just one pound per day. Calf Manna is a highly fortified concentrate that belongs in the feeding program of any beef animal

destined for show or sale. For specific feeding directions, formulas and confirmed statements of top cattlemen as to Calf Manna's results, write for your free copy of "Selecting, Fitting and Showing Livestock."

Begin feeding Calf Manna now, and join the majority of major show winners who know what it takes to build a champion!

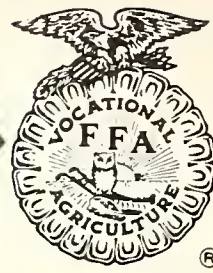


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LabMix



IN ACTION

HOW ALUMNI HELP

A strong FFA Chapter relies upon strong support. The Burns, Wyoming, FFA is proud to have an Alumni Affiliate which gives them that support.

Last year the Burns FFA Alumni held a chili and soup supper in conjunction with the local speech and Creed contest which raised money for various FFA activities. They also held a grocery raffle and a taco and pizza supper at the Burns FFA slave sale.

They participate with the chapter at the chapter's various recreation nights. The alumni helps set up and show at the Burns FFA Project Show. They support the chapter financially by sending the two highest officers that have never gone before to the Washington, D.C., Leadership Conference which gives those members and those they teach tremendous information.

The officers of the Burns FFA Alumni Affiliate are: John Gassaway, president; Clayton Miller, vice president; Larry Martin, secretary; and Carl Hatcher, treasurer.

SPEAKING OF GOLD

Lyle Stutzman of the Mid-Prairie, Iowa, FFA Chapter was the first place winner in the first annual Iowa Soybean Association Speaking Contest.

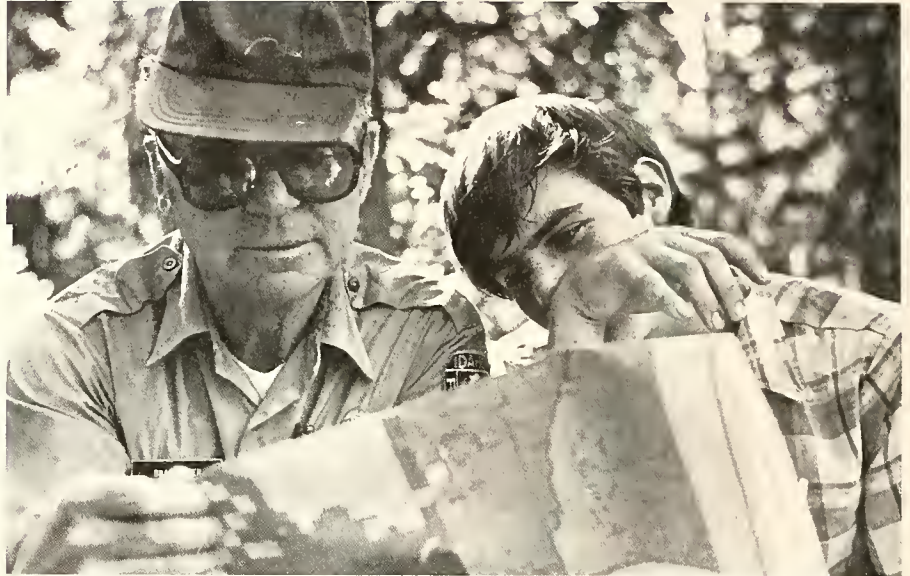
Lyle's speech was titled "The Golden Bean, Our Golden Future." Lyle talked about teamwork between soybean producers and the Soybean Association as they represent us throughout the world. He also spoke on the future of the industry with increased protein needs and the recent 200-mile limit on fishing grounds.

He received \$250 sponsored by the Iowa Promotion Board, Iowa Soybean Association and the American Soybean Association. Lyle is the son of Mr. and Mrs. Stanley Stutzman. His FFA advisor is Mr. Paul Swank.

The runner-up was Chuck Koch from Oakland. His advisor is Mr. Ronald Cook. Third place went to Rich Nederhoff of Wellsburg whose advisor is Mr. Bob Birkenholz. Chuck and Rick received \$150 and \$100 respectively.

INSIDE AND OUT

The Clarkton, North Carolina, FFA Chapter has been working to brighten



After the chapter volunteered to backpack the fish up into mountain lakes on the government's property, they met with officials of the Fish and Game Department in order to locate the best routes and which lakes the department wanted stocked.

up the campus and school by planting shrubbery, flowers and trees.

But the latest addition is unusual. The combined classes of agriculture have built a large planter to be put in the lobby of the school.

It measures 8 feet long and stands 29 inches high. It contains four finger-leaf philodendrons. They were planted by the ecology and horticulture classes. (Gary McKoy, Reporter)

GROWING GREENHANDS

A successful Greenhand camp for South Central, Iowa, members helps them learn about FFA and themselves in sessions like this one where they drew murals to show why FFA was important to them.



FISH DELIVERY

The Sandpoint, Idaho, FFA's latest BOAC project was planting fish in high mountain lakes. "We planted at least 500 fingerling cutthroat trout in several of the lakes in Northern Idaho. We also planted young willow trees along one of the lakes."

One of the members of the chapter works at the local fish hatchery and she advised the chapter that the Fish and Game Department needed an organization to help pack the fish into the lakes. The FFA volunteered.

The lakes were pre-selected by the department and they were on federal property. Each of the lakes was approximately 40 to 50 miles from the chapter. The Fish and Game Department drove the members in as far as possible, then members packed in the rest of the way by foot.

"While we were at the lakes, we fished, waded and goofed around. It was really an experience and lots of fun." (Tina Hamacher, Reporter)

ALL OFF OF A PLOT OF TREES

Union Local FFA members in Ohio take advantage of clear weather by clearing a wooded lot located on the school farm. The vo-ag students are clearing out weed trees, trimming tim-

(Continued on Page 52)

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The Few.
The Proud.
The Marines.

(Continued from Page 48)

ber, piling brush, sawing firewood and cutting and splitting fence posts as some of their major activities.

A chain saw was made available from Homelite on a loan basis through the cooperation of a local dealer.

The firewood and locust posts from the school farms are being sold to raise money in order to buy tools and equipment needed to expand and improve the vo-ag program.

The Union Local FFA has recently completed a 60-foot by 120-foot fencing project enclosing a vo-ag work area. (Ronald Bonnette, Reporter and Joyce Williams, Assistant Reporter)

THE SHOW GOES ON

Twenty-nine years ago Mr. William Paul Gray (former national FFA executive secretary) taught vocational agriculture at Eaton High School in Colorado. Also in that year the chapter held the first Little International Livestock Show. It was held at the vocational agriculture building with the cattle in the bus garage, the sheep and the swine in the gym and the show in the agricultural shop.

The members of the Eaton-Highland FFA Chapter have conducted the show since that time. When the show



TOURING THE STATE TOGETHER

Massachusetts Senator Edward Brooke met with these Essex County members during a country farm tour of fruit, dairy, vegetable and turkey production areas. His trip emphasized the continued agricultural opportunities in Massachusetts.

outgrew the bus garage, gym and the shop it was moved to the Greeley Producers Livestock Pavilion. In the past years the show has attracted exhibitors from three surrounding states.

The show consists of entries in beef, sheep, swine and horses. There are trophies for each class of livestock and the \$2,200 worth of trophies are donated by local merchants. The show is run for two days with sheep and swine one day and beef and horses next.

The chapter made \$700 profit from the entry fees and a cafeteria run by the officer team's mothers this year. Just prior to the awards presentation the chapter president crowns the chapter sweethearts and the two sweethearts pass out the plaques and trophies. (Paul Trowbridge, Reporter)

TEAMS OF JUDGES

The Santa Maria, California, Chapter's judging teams captured the second place sweepstakes award at the recent field day held in North Salinas.

The agricultural mechanics team coached by Jeff Jeffrey placed first overall with Jim Bognuda heading the team as first high individual with teammates Gary Teixeira and Mike Souza.

Three vegetable crops teams coached by Del Peterson placed third, fourth and fifth respectively with the "A" team being comprised of Kendra Moore, third high individual, Raelene Hindmarsh and Diane Baker. The "B" team was Angel Calvert, Lynn Beas and Juan Penc with the "C" team including Jim Newton, Jim Andersen and Bruce Shaun.

The farm power team, coached by Tom Green, placed third overall with John Newton, fourth high individual, Doug McCallister and Mark Dugger. Alternates John Robinson and Kevin Erwin also competed.

The forestry team, coached by Robert Boster, placed fifth overall with Lita Harvey, Suzie Nance and Rosemary Odom making up the team.

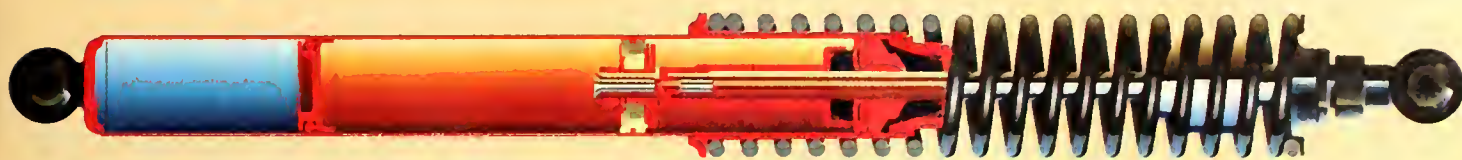
SENDING SEEDS TO OTHERS

Penn State Collegiate FFA Chapter has sent a \$3,575 shipment of vegetable seeds to Jordan and Honduras and similar countries for experimentation there. Packaging are Advisor Evans, left, John Wingard, Jeff Myers and Joe Padasak.



(Continued on Page 54)

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transmissions to make the most efficient use of that power.

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Top to bottom, front to back, the 1978 DT's are strong, powerful, reliable, agile and versatile.

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Our exclusive fully-adjustable Monoshock.

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Motocross front forks.

DT400

The rigid triangulated swing arm keeps the rear wheel stable and in line.

YAMAHA
When you know how they're built.



(Continued from Page 52)

BIG EATERS

How much food does the average U.S. family of four consume in one year? That was the question put to students and faculty at Annandale High School by the Annandale, Minnesota, FFA Chapter.

The project was initiated to encour-

age people to think about food consumption in their lives.

The following prizes were awarded; a bountiful burger at Barts to Wendy Dvorak, a fruit basket to Mr. Tim Ilse, a chef's salad to Lance Lang and a pancake breakfast to Ken Laney. Others were a chicken basket to Maija Gadow, two ice cream sundaes to Peter Sook, and a sirloin dinner to Jeff Nyren.

PRACTICE ON A DUMMY

The Marysville, Ohio, FFA safety committee held a Cardiac Pulmonary Resuscitation (CPR) demonstration session for each vo-ag class.

These sessions were taught by the

Marysville Paramedic Team. After the demonstration, each person had a chance to use their newly acquired skills to practice on a dummy.

Some skills taught were procedures to follow in case of drowning, choking, suffocation, electrocution and heart attack.

The students also viewed a movie on artificial respiration provided by the paramedic team and general emergency aid equipment. (Jon Rausch, Assistant Reporter)



Members got real experiences in CPR using the simulation dummy as victim.

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ANNIVERSARY ACTION

Toot your own horn! Brag a little. It's your turn to do the talking.

What is your chapter doing to celebrate the 50th Anniversary of FFA? Since 1928 the national organization has been putting it all together for state associations and chapters. Hopefully chapter leaders have already kicked off celebration activities or have some in their planned program for 1978. (If not, there's still lots of time to get into it.)

So brag a little. Share your nifty ideas. Send a newspaper clipping or a sample program or a photograph. Maybe the mayor's proclamation or a letter from the town council.

And perhaps one of you could put down on paper (or even cassette) a description of an anniversary celebration; a school assembly; presentation of the FFA at 50 flag with ceremony; community service project just in honor of our 50th; a chapter history skit or play (like a reenactment of the chapter's first meeting or first test plot); a publicity blitz to make sure everyone knows it's the 50th year celebration; or even anniversary ties with FFA WEEK celebration.

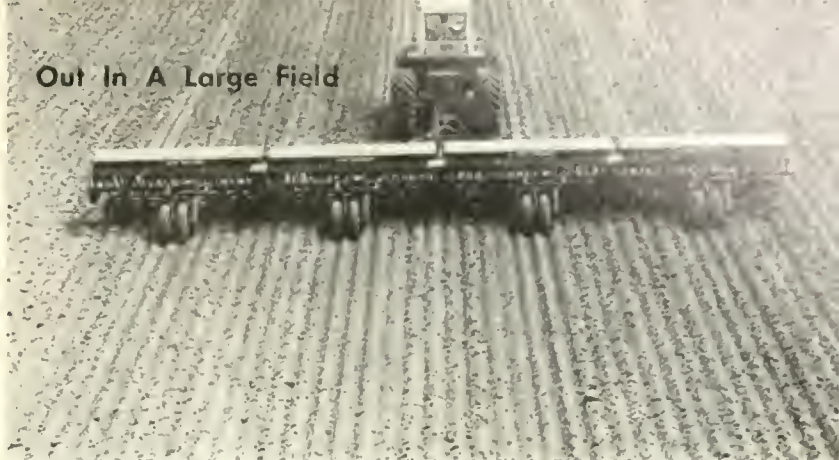
For the many states and chapters who were not chartered in 1928, we'd like to know about your plans for celebrating in 1979. The national organization plans to celebrate the anniversary for two years—through 1979—to encompass the chartering units for 1928 and 1929.

In Tight Quarters



This subcompact skid-steer loader is designed to slip through 36-inch-wide doors and do those "pitchfork and shovel" jobs. Its operating capacity is 550 pounds and lift height is 97¾ inches. Compact size permits transport in a half-ton pickup truck. John Deere and Co., John Deere Road, Moline, IL 62165.

Out In A Large Field



A seed-drill designed to cultivate, sow and fertilize 80 rows across 47 feet at every pass. The hoppers on the new drill have capacity of 2,300 pounds of seed and 3,700 pounds of fertilizer, reducing the number of filling stops and further improving the implement's speed of coverage. The seeder's main frame and undercarriage are hinged to follow undulating ground contours. John Shearer Limited c/o Ed Falk, Cunningham and Walsh, Inc., 260 Madison Avenue, New York, NY 10016.

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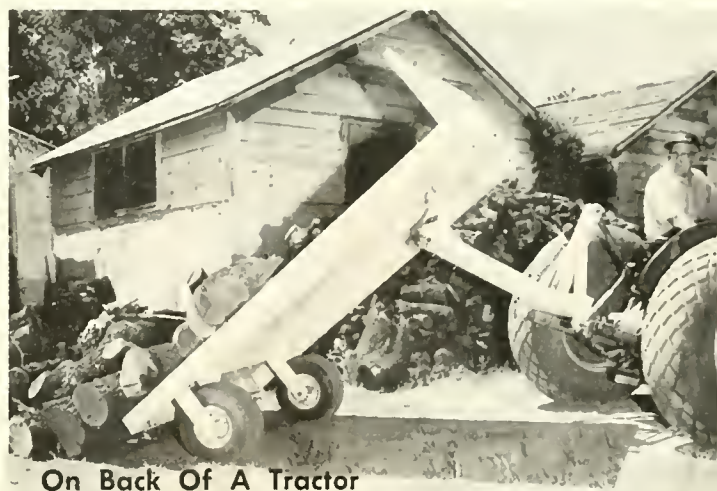


Almost Anywhere

This rugged all-terrain Attex 500 Superchief features a heavy-duty, high-density polyethylene body and powerful 484 cc Fuji Xenoah engine for improved performance. Heavy duty alternator and ignition switch plus powerful low compression make for easy starting. Attex, Inc., 870 West Main Street, East Palestine, OH 44413.

The 1978 International Traveler hatchback wagon with 103 cubic feet of cargo space has the ability to tow trailers up to 5,000 pounds. An optional cruiser package features front bucket seats which swivel and recline, full deep-pile nylon carpeting and two center reclining bucket seats. International Trucks, 401 North Michigan Avenue, Chicago, IL 60611.

On The Spot



On Back Of A Tractor

This versatile dump trailer with standard three-point hook-up has heavy-duty steel construction with wide flotation-type tires and options like sideboards, swinging tailgate and road towing package. To dump simply raise the three-point hitch. Bruin Corp., P.O. Box 1191, Woodland, CA 95695.

The Case W14 Feedlot Special is a high production wheel loader for handling loose, cubed or palletized hay and silage, manure and other feedlot materials. A 10-foot 2-inch dump clearance and a 2-cubic-yard bucket permit fast loading of high-sided trucks, wagons and tub grinders. By J. I. Case, 700 State Street, Racine, WI 53404.

In The Feedlot





David Hinchman in full attire prepares for work at his bee hives.

Busy As His Bees

Some would say David Hinchman is handicapped but he doesn't let that slow him down.

By Nicholas Kristof

Regarding his hopes for state and national offices, David comments, "Some people say I set my goals too high, but frankly I don't know if I set them high enough. I don't feel that it's possible to set your goals too high. If you aim for the stars, at least you'll hit the ceiling."

"I'm really enjoying FFA," says David. "It's full of opportunities, I'm interested in agriculture and I like meeting people. I'm looking forward to later years in FFA, to see how my

goals come out, to meet more people, to go to more conventions, and to scratch for the top."

David began his project with one colony of bees, but he has since added four more colonies and by the time he is a senior he hopes to have 40 colonies. Each colony is centered around one queen bee and all together, David owns about 460,000 bees. Last year he collected 125 pounds of honey, for which he made 85 cents per pound. Every now and then, he gets calls from friends who ask him to take away hives which are bothering them. David is always happy to oblige, so he can expand his bee project.

This usually leads to questions about bee stings and David acknowledges that "A lot of bees means a lot of stings." He has been stung about 50 times, including one session when 19 bees crawled up his sleeve and all stung him at once. "I used to jump when stung," he recalls, "but now it's just an everyday thing. It makes me mad that some people can be so paranoid about bees. Why, honeybees don't have half the temper of yellow jackets!"

If a bee lands on you, David emphasizes, just ignore it and don't swat it. If the bee does sting you, he recommends applying vinegar to the sting.

Although he says it hasn't hampered his social life, David admits two areas where his vision problems have limited him: driving and athletics. He will never be able to drive, of course, and not being able to see what's happening

makes it difficult to compete in sports. "I used to be a pretty good pitcher," he sighs. David is taking karate lessons, however, which he says he enjoys.

Since he can see only eight degrees and anyone who sees less than 20 degrees is legally blind, David qualifies for tape recordings, large print books, a person who reads to him and lessons in braille. He plans to go on to trade school or college and eventually perhaps raise bees as an occupation.

David's advisor during his Greenhand year, Ron Wilkinson, says that although he at first was concerned when he heard he would be having a blind student, his fears were dispelled within two weeks. "David has the desire to do anything," says Wilkinson. "and he's got the willingness to try anything. He's one of the most ambitious and determined students I've ever worked with."

"I just wish I had a chapter full of members like David," Wilkinson continues. "I see so many students with nothing stopping them but who don't take advantage of all the opportunities surrounding them and then I get someone like David, who despite his sight problems, has the determination to go anywhere. It's been a pleasure to work with him." (David's present advisor is John Lehner.)

As David discusses his hobbies, including bike riding, it is difficult to remember that he can barely see anything. He explains that besides the brief flashes he sees of what is ahead, he also relies heavily on his sense of hearing. Indeed, when he plays an end in backyard football games, he often waits until he hears the ball whistling through the air before he stretches out his arms to catch it.

It is when he is asked if he considers himself handicapped that David becomes most emphatic. Punctuating his speech with quick gestures, he replies, "No, definitely not. Rather it's the person who feels sorry for himself that is handicapped. If there's a will there's a way and I really believe that if you set your mind to do something, and really want to do it, then you'll do it."

AS David Hinchman lifts the lid off his bee hive, revealing thousands of humming bees, he could pass for any other FFA member. Indeed, there seems at first to be nothing unusual about David.

He enjoys bicycle riding, takes karate lessons, enjoys sports and has a 3.2 grade point average. He was the Star Greenhand of the McMinnville, Oregon, FFA Chapter last year and he hopes eventually to be chapter president, a state officer, and even a national officer.

And yet there's something very special about David. He's legally blind.

Because of a hereditary birth defect, David suffers from extreme tunnel vision. He can see only eight degrees of the horizon, whereas a normal person can see 185 degrees. His sight is gradually deteriorating and eventually he will be totally blind, but David says the thought doesn't bother him.

David faces some special difficulties because of his sight problem. To learn the FFA creed or to memorize his part in the opening and closing ceremonies, David must recopy the words in inch-high black letters. He can't read ordinary textbooks and he has to have help when he travels to conventions. Despite this, David says, "I have just as many opportunities in FFA as does a fully sighted kid—no more, no less. It's what you want to be that counts."

The author, Nicholas Kristof, is currently the Oregon State FFA reporter.

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1930—Ysleta FFA hosted nearby chapters to celebrate receipt of charter.

Ysleta Finds Its Roots

THE Ysleta, Texas, agriculture program—five years older than FFA—is celebrating its 55th anniversary this year. The program started with the help of federal funds provided by the Smith-Hughes Act of 1917 which encouraged the development of vocational agriculture and homemaking courses.

In the 1923-24 school year, Mr. E. C. Martin was hired to teach agriculture part-time. The enrollment of nine "Smith-Hughes" boys, as they came to be called, did not justify a full program of agriculture.

In 1924, Mr. Forrest W. Cooper, a

The Ysleta FFA Chapter on the outskirts of El Paso, Texas, chose the 50th Anniversary as the time to research its "roots." Here is some of the information and pictures put together in 47 hours of research by Advisor Steve Forsythe. Would writing the history of your chapter be a good 50th Anniversary project? You may learn many interesting things about your FFA heritage.—Ed.

graduate of Texas A&M, came to Ysleta as the first full-time vocational agriculture instructor. At that time agriculture classes were held in the basement of what is now the Ysleta Elementary School.

The FFA came to Ysleta in 1930. Mr. Cooper became the first advisor of the Ysleta Future Farmers of America when on May 1 the chapter received charter number 42 from the Texas FFA Association.

Over the years, the Ysleta agriculture program participated in what is now the Southwestern International Livestock Show and Rodeo. An old-time Ysleta Future Farmer, Bob Bailey, a former county sheriff, recalls that in

1962—Mayor Ralph Seitsinger declares FFA WEEK in El Paso. Advisor Elden Lawrence (deceased) is at left.



1931 he showed a steer in what was then just a cattle show. He said, "I remember us Ysleta boys participating in that thing on about the 600 block of Texas Street in an old garage that I guess went broke in those depression days. I remember the garage, for it was real nice to have washing facilities for my calf. I got eighth place with my steer and won first place with my record books for having the neatest and most economical set of books. I still have those books!"

Mr. Jesse Manigold, 87-year-old retired city detective and one of the original workers and show superintendents of the El Paso show recalls, "I can remember my boy Jake and a bunch of other Ysleta 'agriculture boys' participating in the 'big' show. We were always 'neck-high' with Ysleta boys during the show."

One of the biggest changes in the agriculture program came with the acquisition of 60 acres of cotton land from the federal government for the purpose of a school farm. In 1940, Mr. Cooper worked closely with legislators in seeing that the land was deeded to the Ysleta and El Paso Board of Trustees for joint use by El Paso and the Ysleta Future Farmers Chapter. The "school farm" was utilized for some 28 years in this manner until the land was bought for school sites. Ysleta Vocational High School, Riverside High School and Riverside Junior High School are part of that original acreage.

Another change came in 1942 when the ag program got its own agriculture building with an equipped shop and classroom. It's still being used today as 151 Ysleta Future Farmers receive agriculture mechanics instruction as part of their yearly curriculum.

Mr. Cooper was promoted to assistant superintendent under Dr. J. M. Hanks in 1946 and Mr. Elden Lawrence was hired as the agriculture instructor. Mr. Lawrence remained until his death in 1973.

Enrollment in vocational agriculture grew along with the school district's growth. Soon the Ysleta agriculture
(Continued on Page 64)

1946—Left, Jake Manigold exhibits his Champion Rambouillet at the Southwest International Livestock Show.

1923—Lithograph type photo shows shopwork. At right is Charles King, Jr., Champion Boy Cotton Grower of Texas.



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John R. Conklin, president of the DeLaval Separator Co., poses with the northbound group—Hovis, Morrison, Armstrong—during visits in New York.



The National Officers meet with Secretary of Agriculture Bob Bergland at USDA. USDA Photo



Georgia Governor George Busbee signs an official proclamation of FFA WEEK.

OFFICERS ON TOUR

By Ted Amick



Chairman Tom Foley of the House Ag Committee talks policy with the V.P.'s.

"GOVERNMENT'S role in agriculture should be one of smoothing out the boom and bust cycle that is confronting the industry," said Bob Bergland, Secretary of Agriculture, in a 45-minute in-office visit with National FFA Officers recently.

Bergland was one of many top government and business leaders who opened their doors to the officers for intensive briefings and discussions on key agriculture issues during a week spent in Washington that served as a time of preparation for the annual National Officers' Tour throughout the nation. Other highlights of the Washington tour this year included visits with Douglas M. Costle, administrator of EPA; Senator Herman Talmadge (D. Georgia), chairman of the Senate Committee on Agriculture and Forestry; Donald E. Wilkinson, governor of the Farm Credit Administration and selected briefings at USDA and the U.S. Chamber of Commerce.

Each year the National Officers come to Washington for meetings with the National FFA Staff and to participate in the January meetings of the National FFA Board of Directors. Following the briefings with Washington-based executives of both government and industry, the officers begin their five-week na-

tionwide tour of the ag industry.

The tour serves basically two purposes: (1) to inform agriculture business and industry and government leaders on the aims, purposes and activities of the total program of vocational agriculture including the FFA and, (2) to extend a sincere "thanks" to selected sponsors for their support of FFA programs through the National FFA Foundation.

To provide wider coverage, the officers divided into north- and south-bound groups, each accompanied by staff representatives of the National FFA Program Division. Following a long standing tradition, the south-bound group started in Richmond, Virginia, meeting with Mason Carbaugh, commissioner, Virginia Department of Agriculture and Commerce.

In Atlanta, Georgia, the officers along with Georgia State FFA officers joined Governor George Busbee for a signing of a National FFA WEEK proclamation. Ken Johnson, national FFA president, addressed the Georgia General Assembly and pointed out the many activities of the FFA leading to its 50th Anniversary.

Ken, Chris Hardee and Dee Sokolosky next met with the executives of the Florida Citrus Commission and Seald-

Sweet Citrus officials, then enjoyed a full day in Disney World at Orlando, Florida.

While this group was enjoying southern hospitality and plenty of sunshine, the north-bound team of Rob Hovis, Peg Armstrong and Howard Morrison were driving north into the "snowstorm of the century" at New Holland, Pennsylvania. Even with the inclement conditions, the leadership of Sperry-New Holland and Victor F. Weaver, Inc. met with the officers.

Then on to New York by train where the group visited with several agricultural organizations at a luncheon provided by Pfizer, Incorporated.

In Poughkeepsie, New York, they met the entire executive team at the De Laval Separator Company. John R. Conklin, president of De Laval, told them, "The first impression you give us is that you are outstanding examples of rural America. It is comforting to know that the next generation of agricultural leaders will come from the caliber of individuals such as you officers."

After visits with Stauffer Chemical Company at Westport, Connecticut, and the American Morgan Horse Foundation headquarters, they traveled on to the "tire capital of the world"—Akron,

(Continued on Page 64)



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"It's always one of the year's highlights to have the FFA National Officers visit us in New York," Rollie Hendrickson of Pfizer, Inc., welcomes the group.

Officers' Tour

(Continued from Page 62)

Ohio—which marked the last stop for this first section of the tour. President Mario DeFederico of the Firestone Tire & Rubber Company addressed a reception for the officers and over 100 Firestone officials. He noted that "Firestone has supported FFA for 34 years. After hearing today of the many accomplishments of the vo-ag/FFA programs, you can count on us for many more years of sponsorship." The same type of support was voiced at Goodyear Tire & Rubber Company, B. F. Goodrich Company and the General Tire & Rubber Company.

Concluding the Akron visits, they participated in a leadership breakfast hosted by the Ohio Edison Company for chapter FFA presidents from the surrounding area. At this breakfast they learned firsthand of the impact of the coal shortage and its affect on the region served by Ohio Edison.

The visits described here during the first section of this five-week cross-country tour are somewhat typical. But there were many more. Both groups of National Officers heard of the challenges and concerns facing the American farmer and the agribusinessman.

One overriding theme had been reflected at every visit—"the future of American agriculture is strong because of the leadership being developed in the vocational agriculture/FFA programs."

Ysleta

(Continued from Page 58)

program had two, then three vocational agriculture instructors.

The present instructors are Department Head J. B. Farrell, Alfred P. Gonzales and Steve Forsythe.

A recent change is girls enrolled in vocational agriculture. In 1974, two girls were enrolled in agriculture and in the 1977-78 school year over 45 of the 151 FFA members are young women.

In addition to the in-school vocational agriculture and FFA work, the agriculture department sponsors the Ysleta Young Farmers as an adult education program. This group consists of individuals 19 years of age and older, who meet the second Tuesday of each month and work directly with the agriculture teachers and Ysleta FFA members in various activities and projects. One such project is sponsoring the Ysleta FFA Project Show and Sale held each March at Hutchins Stadium.

Approximately 5,000 young men and women have gone through the Ysleta agriculture FFA program in the past 55 years. Just recently, an FFA Alumni Affiliate was formed to work with the local department.

Through training received in leadership, citizenship and service, yesterday's Ysleta Future Farmers have become today's leaders in their community and country.



"By the way, you were right . . . it is dangerous to have riders on a tractor!"

Crop Insurance

(Continued from Page 30)

that permits any indemnity payments to be made jointly to you and the lender you designate.

✓ **Buying land.** Today's farmland prices leaves no margin for crop failure. Indeed, one bad year can easily turn a sound investment sour. For the several dollars an acre that it costs to carry insurance on most crops, you may be able to justify the purchase of land that otherwise seems too risky.

✓ **Cash renting.** To the extent insurance guarantees a source of income equal to the annual cash rent, farming rented acreage is no more risky than farming land that's owned and paid for. Without insurance, a serious crop loss can cost you both your production investment and the cash rent.

✓ **Forward pricing.** Contracting to sell a crop that you haven't yet harvested involves the obvious risk that you may not have a crop to harvest. In addition to the loss of crop investment, you

could have to come up with the cash to fulfill your contract. One way to minimize this risk—and to more safely take advantage of an attractive selling price whenever it happens to be offered—is by limiting your sales to the yield that you are able to insure.

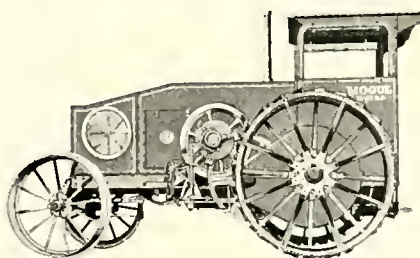
✓ **Partnerships.** A father and son partnership especially can benefit from having insurance against crop losses. Reason: Father and son are likely to have different financial resources and different long-term goals that may be difficult to reconcile if a crop loss requires the making of hard decisions that affect the future of the business. Such as whether to replace lost working capital by liquidating assets and, if so, which assets. Or whether to replace the lost funds with additional debt. And, if so, should it be short-term debt or long-term debt? What might be the best possible decision for one partner could be the worst possible decision for the other. A better decision could be to carry insurance against the risk that you may be one of the farmers whose 1978 crop won't be large enough to cover his production expenses.

Traction Engine

(Continued from Page 46)

while you held the pan up with your back or feet . . . the pan slips and the oil that is left hits you in the eye and what misses your eye goes down your neck. You drop the pan and kick it away. You put your hand in a pool of oil and wipe it on your overalls. You have a young fight with six cotter pins, you lose four and break two. You take off six nuts, three caps, and a bunch of shims and they scatter all over the country; you gather them up, wipe them off and put them back by guess. Then you crawl out, twist her horns and find out you have tightened the wrong connecting rod. So you do it all over again. By this time you have put the pan back and your language is disgraceful. Then you take a half-pound of tobacco to put you in good humor again."

But the tractor was here to stay and it eased the burden of labor while taking the drudgery from farm work. The tractor went from a beginning of 1,000 operating units in 1910 to 246,000 in 1920. Advances and innovations improved the tractor so that efficiency was a watchword. The power takeoff came out in 1919, lights and starters in the 1920's and rubber tires had their advent in 1932. The new tires increased the power of tractors by 25 percent and improved the speed of operation by 25-50 percent. Hydraulic lifting attachments were available in the 1930's and



The Mogul 12-15 (hp) Tractor by International Harvester, 1913-1919.

the three-point hitch, invented by Harry Ferguson of Ireland, came out in this country in 1939. The advanced transmissions that allow shifting on the move arrived in 1954. Since then a new day has dawned on tractor improvement. Today's air-conditioned cabs, power steering, AM/FM radio and 8-track stereo, sophisticated controls and CB radios have almost made the farmer akin to the astronaut. The great John Deere 8630's, the International Harvester 4568's, the Ford 9600's, and the leviathans from White, Case and Massey-Ferguson seem to the modern farmer as the ultimate in farm machinery, but what today's farmer calls modern will be stuck off in some old barn by tomorrow's farmer and laughed at as such elementary agricultural progress. Like today's farmer he will never fully understand what happened one chilled morning in the late 1800's when a curious machine rumbled forth into a grain field pulling a combine while horses lifted their heads in wonder and the miracle of the traction machine changed America.

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A guy met me in the parking lot after work and said, "Hey, will you give me 50 cents for a sandwich?"

I said, "Let me see the sandwich."

Calvin Grant
Brookshire, Texas



"He's finally getting the hang of it."

Q. What did one horse say to the other?

A. "I don't remember your mane, but I remember your pace."

Robert Knight, Jr.
Bremer, Ohio

Farmer to boy: "Hey, what are you doing in my tree stealing my apples?"

Little boy: "Well, I saw your sign and it says 'Keep off the grass.'"

Gilbert Watson
Nacogdoches, Texas

Did you hear about the man who was on his way to Detroit? He read an exit sign "Detroit Left" so he turned around and went back home.

Anthony Johnson
Louisa, Virginia

Doctor: "Have you had any accidents in the past few months?"

Patient: "No."

Doctor: "You're telling me you haven't had one accident in three months?"

Patient: "Well, one time a mule bucked me off while I was riding it and another time a rattlesnake bit me."

Doctor: "Well, don't you call these accidents?"

Patient: "Heck, no, the rascals did it on purpose."

Kenny McBride
Ava, Illinois

An old gentleman was walking past a drugstore when suddenly a youth dashed out, took a flying leap in the air and landed in a heap in the gutter. The man, mystified, hurried over to him. "Are you hurt?" he asked.

"No," said the boy, "but I'd like to meet the guy who moved my horse."

Lee Bock
Raymondville, Missouri

A gunman rushed into a bank and said, "Give me all your money."

The bank teller said, "Take the books, too, I'm \$10,000 short."

Calvin Grant
Brookshire, Texas

Junior: "Farmer Brown, why does the sun get up the same time you do?"

Farmer Brown: "Well, Junior, like they say, 'Like farmer, like sun.'"

Carole Gray
Bartlett, Tennessee

There was a trail guide lying on the ground. A farmer came up to him. The trail guide said, "Two horses, one wagon, three kids, one man, one small dog."

The farmer said, "Can you tell all that with your ear to the ground?"

"No," said the trail guide, "they just ran over me!"

Kenneth Estep
Somerset, Kentucky

As the missionary said when the cannibals put him into the big pot, "At least they'll get a taste of religion."

Robert Knight, Jr.
Bremer, Ohio

A fellow went to a psychiatrist and said, "Doctor, I don't know what's wrong with me. Nobody wants to talk to me. My employees don't talk to me, my children don't talk to me and my wife doesn't talk to me. Why is it that no one wants to talk to me?"

The psychiatrist said, "Next."

Robert Knight, Jr.
Bremer, Ohio

Student: "I'd like to try out for the school play."

Teacher: "Have you had any stage experience before?"

Student: "Well, my leg was in a cast for about three months."

Tammie Miller
Zephyrhills, Florida

Q. Why do witches ride on brooms?

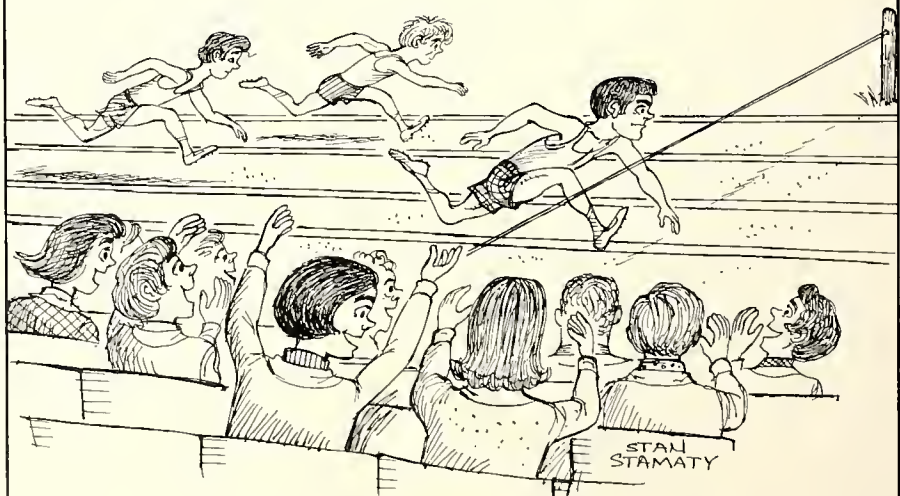
A. Because vacuum cleaners are too heavy.

Mike Courtney
Slidell, Louisiana

"I've got four kids, not one of them will come when I call. They'll probably grow up to be doctors."

Calvin Grant
Brookshire, Texas

Charlie, the Greenhand



"It's that FFA competitive spirit . . . his hog won a blue ribbon and Charlie can't stand not winning one too."

Sport Favorites



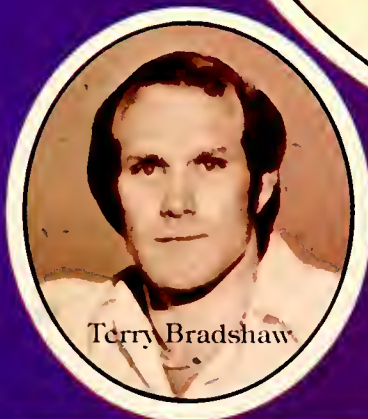
STOCK #6275
Paso Lance Ft. & Top



STOCK #6295
Chocolate Elephant
Grain Ft. & Top



Style 531-R-4
Peanut Brittle Camel Ft



Terry Bradshaw



A.J. Foyt

FAMOUS NAMES

Tony★
Lama

FAVORITE BRAND



Recipe: Cut 2 lbs. venison into serving size pieces. Mix $\frac{1}{4}$ cup flour with 1 tsp. salt and fresh ground pepper to taste. Coat venison with flour mixture. Heat 3 tbsp. bacon fat in skillet and brown venison on both sides. Add 1 pc. celery, cut up and 3 sliced med. onions and brown. Add 1 tbsp. Worcestershire sauce, 2 cups tomatoes and cook, covered, 1 to 2 hours (depending on age of animal) or until tender. Cook noodles, drain and serve with venison. Makes 4 servings.

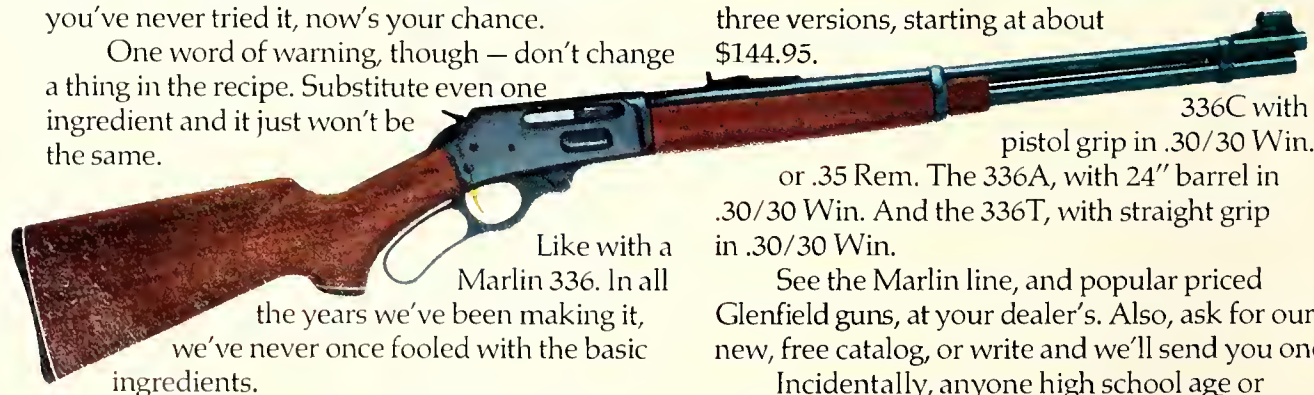
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